

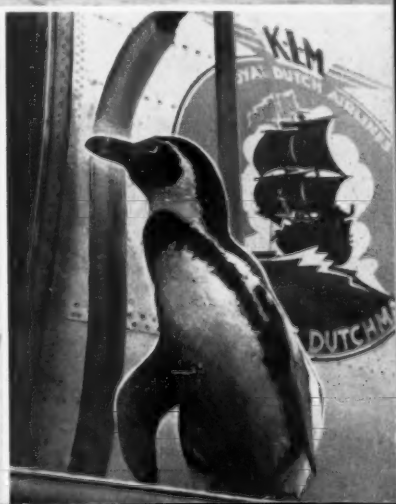
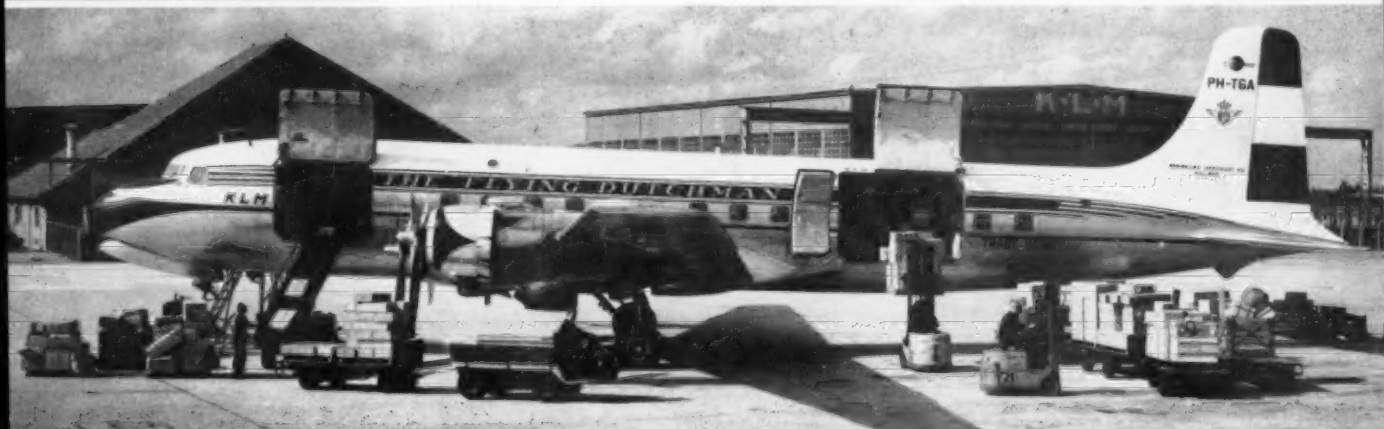
THE WORLD'S FIRST AND ONLY AIR CARGO MAGAZINE—NOW IN ITS 11th YEAR

AIR TRANSPORTATION

VOL. 35, NO. 2

THE AIR MAGAZINE FOR THE BUSINESS EXECUTIVE

FEBRUARY, 1967





Meet Paddy McComiskey



He's paid by KLM — but he works for you!

A message from Al Levenson

An airline is planes, places and people. But people make the difference. The skill with which they perform, and equally important, their feeling for their work, mold an airline's "personality" and build its reputation.

Paddy McComiskey is a case in point. Thirty-nine years old and the father of a trio of daughters, he has been a supervisor of cargo loading at KLM's Idlewild Terminal since 1948. He has tremendous admiration for the giant planes that fly the tons of cargo he handles to the Continent and beyond in a matter of hours. But his

real satisfaction comes from his own work. He knows that any shipment moves fast in the air . . . it's getting it off the ground that counts! His job is service. Well done, it makes friends for KLM. All of us in KLM's Cargo Department share Paddy McComiskey's philosophy, that although we are paid by KLM, we are really working for you.

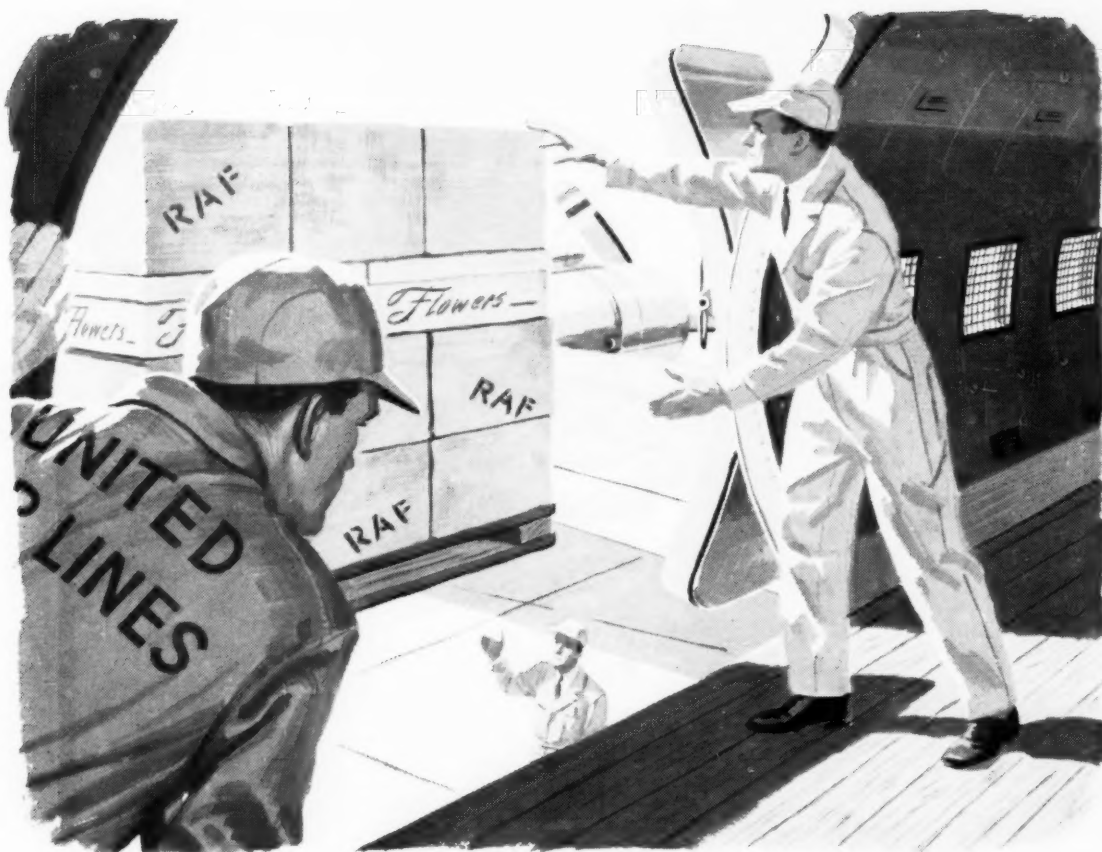
Alvin E. Levenson

Cargo Manager for the United States

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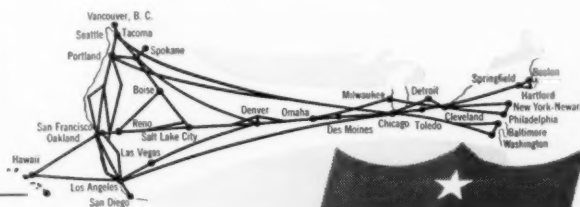
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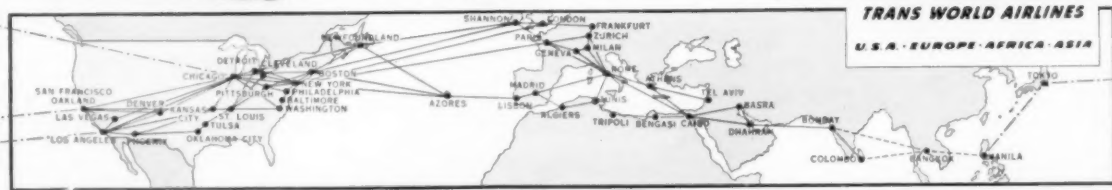
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AIR TRANSPORTATION

The World's First and Only Air Cargo
Magazine . . . Established
October, 1942



Member of Business Publications Audit
of Circulation, Inc.

AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post, as well as using the domestic and international air mail services. Included in AIR TRANSPORTATION'S wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarders, and business flights.

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February, 1956

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Net circulation of this issue (not including distribution to advertising agencies, advertising prospects, public relations firms, newspapers, and magazines; special distributions for promotional purposes; and cash sales) totals 9,613 copies. Gross circulation is more than 10,200 copies. This issue will be received by a minimum of

8,505 shipping and business executives including:	406 airline executives and other personnel
4,881 traffic managers	108 military personnel (principally MATS)
1,029 presidents; partners; proprietors	7 banks
66 vice presidents	15 insurance firms
52 secretaries; treasurers; controllers	87 trade organizations
577 freight forwarders	213 Federal, state and city government departments
431 export-import managers; export-import merchants	89 educational institutions and students
362 purchasing agents	62 business and public libraries
964 aviation department heads of commercial and industrial firms	42 foreign governments
142 general and sales managers	52 aircraft and aircraft equipment manufacturers
1 awaiting classification	27 miscellaneous

The most recent study of *Air Transportation's* circulation has shown a pass-along of each issue to 3.45 persons, or a total readership of 4.45 persons per copy. On this basis, this issue of *Air Transportation* will be read by a minimum of 42,778 persons. The latter figure does not include readers not classified under "net circulation."

By special arrangement, this issue will be received by delegates to the Chicago World Trade Conference.

SHIP
DOMESTIC
AIR CARGO



SHIP
INTERNATIONAL
AIR CARGO

VOL. 28

FEBRUARY, 1956

No. 2

Teleprinted Airbills On UAL West-Midwest Runs

CHICAGO—A 60-day test on the teleprinting of airwaybills for freight flown between Chicago, Denver, and San Francisco, is underway by United Air Lines. R. L. Mangold, manager of cargo sales, stated that United will employ electronics wherever it is possible to speed up service for shippers.

Flashed to destination city over the airline's private lines, which are leased from Western Union, the teleprinted airwaybill is received several hours prior to arrival of the shipment. The extra hours enable the freight agent to notify the consignee of all the details and arrangements for pickup can be made well in advance of arrival time. This procedure will speed up ultimate delivery.

It is pointed out that another significant advantage to shippers is that outbound shipments received just before departure time will not have to be held over for a later flight in order to complete an airwaybill. United's agent merely notes the basic facts for the document, and while the shipment is en route the information is teleprinted ahead. If the 60-day test proves successful, Mangold said, the service will be extended to other cities.

Eisenhower Okays Merger Of Eastern and Colonial

WASHINGTON, D. C.—The acquisition of Colonial Airlines by Eastern Air Lines has won the approval of President Eisenhower. The Civil Aeronautics Board which had approved the merger in 1954 and then found the President disapproving it on the ground that certain individuals associated with Eastern had acquired illegal control of the smaller carrier, stated that acquisition of Colonial by Eastern "will not result in a monopoly and thereby restrain competition or jeopardize another air carrier not a party to the transaction." National Airlines had sought to purchase Colonial's stock and fought Eastern's plan.

The merger involves the payment by Eastern of \$9,875,131 for Colonial's stock worth \$7,971,687.

Ralph Damon is Dead

NEW YORK—Ralph S. Damon, president of Trans World Airlines and internationally known air transport figure, succumbed to pneumonia last month following a short illness. He was 58.

Head of TWA since January, 1949, Damon was generally recognized as having progressive views on air freight. In March, 1954 his portrait was featured on the cover of *Air Transportation*. It was at that time

Emery Air Freight Ad Sets a New Precedent

NEW YORK—Emery Air Freight Corporation, the country's largest domestic indirect air carrier, established a new first when it authorized publication of its regular company newsletter as a four-page advertisement in two national trade magazines—*Air Transportation* and *Traffic World*. The newsletter appears in this issue of *Air Transportation*.

The newsletter-advertisement, which is written and edited by James McAdam, Emery's advertising and sales promotion manager, has attracted the attention of two leading publications serving the advertising and public relations field. Each is planning to run a story on the precedent-shattering nature of Emery's advertisement.

Traffic managers, purchasing agents, and other business executives concerned with the expeditious movement of their shipments may receive future copies of the newsletter free of charge by writing the company direct, or through *Air Transportation's* Special Service Department. (See 'Come-n-Get It', Item No. 171.)

when, in an address before the Export Managers Club of Chicago, he stated his belief that TWA had a greater potential in air cargo than in the passenger part of the business.

Damon was in aviation for 38 years. After serving as a flying cadet in the United States Army Air Corps, he joined the Curtiss Aeroplane and Motor Company in 1922. In a 13-year span, Damon made the leap from factory superintendent to president. He entered the air transport industry when he became associated with American Airlines in 1936 as vice president-operations. There was a World War II interlude when he served as president of Republic Aviation Corporation—a Government assignment—but he returned to AA in 1943, taking over the carrier's presidency two years later.

World-Wide Air Cargo Goes Up and Up and Up

MONTREAL — Estimated figures released by the International Civil Aviation Organization showed air cargo to have reached a new all-time high in 1955. Based on statistics supplied by the airlines of 61 nations, not including the Soviet Union and China, a total of 907 million ton-miles of cargo was flown last year. The previous record high, estab-

Special Cargoes Get A Global Handling Code

MONTREAL—Now effective is the air transportation history's first worldwide code governing the carriage, handling, and labelling of special cargoes—the result of five years of work by the International Air Transport Association's Permanent Working Group on Restricted Articles. Listing more than 2,000 types of cargo which require special handling, the code applies to the scheduled airline members of IATA.

The code includes standard designs for special symbols for the labelling of various types of shipments. According to IATA, the United Nations and other international



New international symbol for radioactive material, one of a series of new labels for special cargoes in international air transportation.

agencies are studying possible application to other forms of transport.

The new labels are basically pictorial for the purpose of avoiding confusion of language. For example: poisons are represented by a skull and crossbones; explosives, by a bursting bomb; radioactive substances, by a cloud emitting jagged lightning. Streamlining of handling procedures is demonstrated by the fact that it is now possible to use these labels freely over interline routings without the necessity of repacking or relabelling because of language difficulties. This is especially important in the air shipment of special cargoes such as radioactive isotopes which have a short effective life.

The code—it is called *IATA Regulations Relating to the Carriage of Restricted Articles by Air*—can be obtained in either English or Spanish at \$3.50 each. Address: International Air Transport Association, International Aviation Building, Montreal 3, P.Q., Canada.

lished in 1954, was 760 million ton-miles. When these statistics were compiled for the first time at the end of 1945, the world air cargo level for that year was represented at 77 million ton-miles.

Domestic

SERVICES

Braniff: February 15 is the inaugural date for Braniff's new service between Texas and New York. There will be three round trip DC-6 flights daily. Initial schedules will be supplemented by service between Texas

and Chattanooga, via Memphis, on or about April 1. New York-bound flights originate in San Antonio, Fort Worth, and Dallas—one each daily. Aircraft will land at Newark Airport.

Delta: Services to New York and Washington from Atlanta, New Orleans, Dallas, and Fort Worth, were inaugurated February 1. Initial schedules call for the exclusive use of DC-6s and DC-7s.

Los Angeles: Scheduled helicopter service has been opened between Los Angeles Airport and Corona, California.

Riddle: The all-cargo airline's recently expanded routes along the Eastern Seaboard and to the Midwest are now mostly in full swing. Service to Jacksonville, Washington, Baltimore, Philadelphia, Boston, Atlanta, Cincinnati, Cleveland, Detroit, and Chicago has been underway since January 20. Richmond, Louisville, Indianapolis, and Columbus will be opened up March 1.

Southwest: A new San Francisco-Los Angeles route, linking Bakersfield, Monterey, and San Jose, is now in operation with two round trips daily.

TWA: February 1 has been set as the date on which TWA adds Denver, Oklahoma City, and Tulsa to its transcontinental services.

United: Operations have begun at Pittsburgh, providing the city with its first one-carrier service to 29 points coast to coast. There are four Westbound and four Eastbound flights daily. . . . Operations have been resumed at Monterey and Santa Barbara. Service at the two California cities had been temporarily suspended in September, 1952.

International

KLM: Per O. Eden, director of traffic and sales in the United States, advises that the Dutch airline will operate three flights a day to and from New York and Europe this Summer. Departures will be at 1 p.m., 3:30 p.m., and 6 p.m.

Pan American: Service has been inaugurated from the West Coast to American Samoa, with connections at Nandi in the Fiji Islands. For the time being, a monthly flight will connect Nandi with Tafuna, the airport for Pago Pago, American Samoa. . . . A fifth weekly flight between Hong Kong and Bangkok has been inaugurated.

TWA: The airline now provides direct flights between Egypt and Spain and Portugal on its new one-plane service. Flights go via Athens and Rome.

Street, N. W.; Count Rudolph zu Pappenheim.

Sabena

Boston—Hotel Statler, 72 Arlington Street; Thomas McCarthy, district manager.

Beverly Hills—9870B Wilshire Boulevard; Richard Trent, ticket office manager.

Kansas City (Missouri)—Columbia National Bank Building, 921 Walnut Street; Alan Citron, district manager.

Mexico City—Avenida Juarez 100; Jose B. Carrascal, regional manager.

Pittsburgh—524 Union Trust Bldg.; Michael J. de Tornowski, district manager.

St. Louis—Paul Brown Building, 18 Olive Street; Frank Bauman, district manager.

Seattle—Securities Building Arcade, Third and Stewart Streets; Robert Englund, district manager.

Toronto—67 Yonge Street, Room 1323; Harry Beesley, regional manager.

Varig

Washington, D. C.—1511 K Street, N. W.; Donn Dearing, district sales manager.

Braniff

Dallas — Statler Hotel (for tickets).

Lufthansa

Dallas — 1907 Elm Street; Edwin O. Burns.

Washington, D. C. — 1511 K

NEW OFFICES

CHARTER

Unlike the beginning of last year when the London charter market found itself in a lull, this year has started off at a brisk pace. Leading British brokers report a good volume of business. Main source at the present time is the movement of ships'

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crews. There have been many flights to India and quite a few within Europe. From the standpoint of cargo, ships' parts have been moving in fair volume. Brokers indicate that shippers of various commodities have evinced interest in charters between the Continent and the Middle East.



Air Express International: Vice President Alvin B. Beck recently addressed the Air Cargo Association in Washington, D. C., exploring the thesis that concentrated education of the shipper on the underlying

economic advantages of shipping by air will redound to the benefit of the air carriers. He pointed up the interdependence of the direct and indirect carriers of cargo, citing AEI's agreements with Capital, Mohawk, and United Air Lines as examples of progressive movement in the industry. Beck predicted that a campaign to educate overseas shippers will pay off to the point where "we'll soon be talking of thousands of tons, rather than thousands of pounds."

AEI has issued what it calls its Golden Tariff, a single-page condensation of the official tariff for each shipping area. Want a copy? See *Come 'n' Get It* in this issue—Item No. 170.



The Dominican Republic recently was the destination point of a couple of cattle airlifts—one operated by ASA International Airlines, the other by Meteor Air Transport. ASA utilized four C-46s, making four flights a

day for four days. The 210 cattle flown were Florida-bred. (There were also 32 hogs and a horse.) Meteor, which hauled 750 head of cattle, used five C-46s on 29 trips. All the livestock were consigned to the International Peace and Progress Fair at Ciudad Trujillo.

Pan Am recently flew 25 head of Texas-bred Santa Gertrudis cattle from Houston to Sao Paulo, Brazil. Weight: 17,000 pounds.

United States Airlines



American: Ross Angier, with AA since 1938, elevated to the post of manager of air freight development. He will head up AA's creative freight development program.

Central: J. F. O'Drain appointed assistant superintendent of stations.

Delta: T. P. Delafiel named director of customer services, and Charles P. Knecht appointed general sales manager. **Flying Tiger:** Leonard S. Kimball, director of public relations, promoted to vice-president-public relations.

Pan American: Felipe Rodriguez, Havana cargo sales superintendent, now in San Juan, Puerto Rico, as district cargo manager . . . Oscar Giner appointed station manager at Fort de France, Martinique.



Barrett

Carter

Riddle: John F. Barrett, assistant to the vice president-sales, elevated to the post of general traffic manager. J. Robert Carter, claims manager, is advanced to assistant general traffic manager. W. Virgil Brown, Jr., named district sales manager in Atlanta.

TWA: District sales managerships to R. F. Culley, Las Vegas; R. L. Fuller, Tulsa; and Don Epperson, Oklahoma City.

United: George E. Rutherford named district sales manager at Providence . . . H. E. Morley now acting district sales manager at San Francisco.

Foreign Airlines

Air France: Gilbert Giraud, assistant to the general sales manager for the Western Hemisphere, promoted to general traffic and salesmanager for the North, Central American and Caribbean Division.



Giraud
Air France

Cruz
Laesa

Laesa: Hector Cruz (ex-Pan Am) appointed United States sales manager.

Lufthansa: Eric Welles named controller and administrative manager in the United States.

Swissair: Eugene Roessner, former air cargo supervisor at New York International Airport, promoted to supervisor of interline cargo sales. He is succeeded in his old post by Andrew Duncan.



Roessner (left) and Duncan



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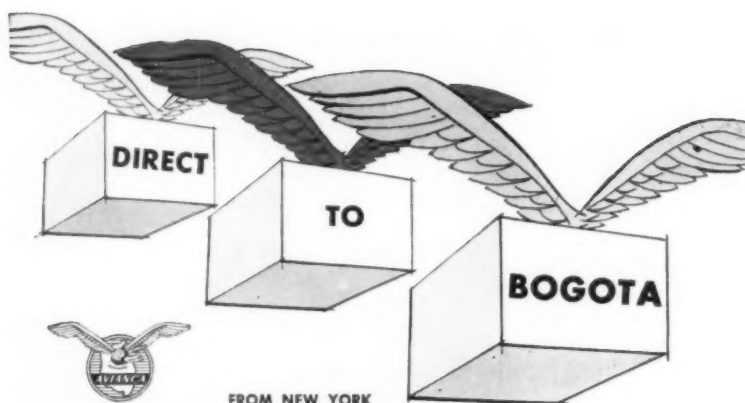
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Sabena: Peter A. DeMaerel elevated to assistant to the general manager for North America . . . District managerships to Richard W. Roney, Philadelphia; Thomas McCarthy, Boston; Michael J. de Tarnowski, Pittsburgh . . . Harry Baldwin heads New York cargo sales . . . Richard O'Connor promoted to regional manager in Denver, with Harry Beesley and Jose Carrascal named to the same posts in Toronto and Mexico City, respectively.

Varig: Donn Dearing (ex-Braniff and Panagra) appointed district sales manager with headquarters in Washington, D. C.

Indirect Air Carriers

American Shippers: Donald W. Geary and Bob Tardiff named to district sales managerships in the respective areas of New York and Los Angeles.

Aircraft Manufacturers

Lockheed: Mark R. Miller (ex-Convair and Douglas) now with Lockheed's domestic sales staff for concentration on the *Electra* and commercial models of the *Super Constellation* . . . Thomas F. Bergmann advanced to export sales manager . . . Stephen B. Wilmans assigned to the Europe-Africa-Middle East sales area . . . Maurice Anthoni appointed export military sales manager.

Equipment Manufacturers

Hyser: Ernest G. Swigert, president, elected national vice president of the National Association of Manufacturers.

Pitney-Bowes: Frank J. Liberty, assistant general service manager, succeeds Robert L. Peet who has retired as general service manager. Adam Ledingham has been named to the post vacated by Liberty.

Signode Steel Strapping: Joseph F. Beckman appointed assistant director of sales and manager of steel industry sales.

Company Traffic & Export

Antara Chemicals: Alfred P. Rimplinger named export manager, succeeding Paul F. Hand, recently appointed assistant to the president of General Aniline & Film Corporation.

Central Scientific: Nicholas J. Salerno appointed export manager, with headquarters in Newark.

Federal Motor Trucks: Michel Rothschild d'Etampes named export director of the division.

Foote Mineral: Frank E. Hurley, formerly with Keasby & Mattison Company, now with Foote as traffic manager.

Polarome International: Dr. Henri F. Logscher, formerly export manager for Magnus, Mabree & Reynard, Inc., named president of Polarome.

National Bird Control Laboratories: Franklin O. Eddy appointed manager of the new export division.

Zenith Radio: Thomas C. Stewart, elevated to traffic manager, succeeding Paul E. Anderson who now serves as real estate property manager.

Government

CAB: Robert M. Johnson named assistant to Board Member Chan Gurney . . . New chiefs: John Wright Dregge, Routes and Carrier Relations Division, Bureau of Air Operations; James Anton, Office of Compliance; Ross I. Newmann (acting), International and Rules Division, General Counsel's Office.

Organizations

Air Transport Association: Stuart

G. Tipton, general counsel since 1944, elected president . . . Stanley Gewirtz, executive assistant to the president, elected vice president . . . Warren N. Martin appointed director of public affairs.

Flight Safety Foundation: Rear Admiral Luis de Florez (USNR) named president.

Passenger Traffic Association of New York: John A. Locker, Jr., export manager of the National Cash Register Company, elected president.

Military

MATS: Brooke E. Allen, commander of MATS' Continental Division, promoted to major general.

Miscellaneous

deGarmo, Inc.: Robert E. Robischon, former director of New York State publicity, named public relations director of the agency.



KLM wants to open a direct route linking the Netherlands with Los Angeles via Montreal. It is also seeking landing rights at Houston on the Curacao-Mexico City-Montreal-Amsterdam run. General I. A.

Aler, president of the Dutch airline, revealed that KLM has requested authority from the United States Government to operate such services.

The bid for the new route to the West Coast has won the backing of the Los Angeles Chamber of Commerce. Advantages set forth are:

- ▶ Better possibilities for California trade with markets in Europe, Asia, and Africa.
- ▶ Important economies and time-saving for exporters.
- ▶ One-plane connection with Amsterdam, a top-ranking interline point for Europe, the Middle East, and Far East.
- ▶ From the standpoint of passenger business, greater personal convenience.

Aler, who pointed out that KLM is the largest foreign customer of the American aircraft industry, was on a visit to this country, accompanied to the West Coast by L. H. Slotemaker, executive vice president, and Dirk J. Koelman, general manager in the United States.

United States Airlines



Braniff: Nine Lockheed *Electra* turboprops have been ordered at a total cost of \$22 million for the planes, spare engines, and parts. Delivery will commence in May, 1959. Braniff also has ordered five Convair

440 *Metropolitans*. This will cost the company approximately \$4 million.

Continental: Four Boeing 707 *Jet Stratoliners*, five Douglas DC-7Bs, and 12 Vickers *Viscount* 810-Ds have been ordered at an approximate total of \$51½ million. Company will start receiving its DC-7Bs in March, 1957, and will place them in service early the following month. Boeing jets begin joining the fleet in May, 1959, with the inauguration of services expected in August of the same year. The

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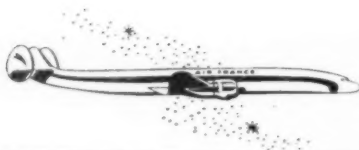
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British-made *Viscounts* will all be delivered between March and September, 1958. Introduction of this transport is scheduled for July that year.

Mackey: Two Dutch Fokker F-27 *Friendships* have been ordered for delivery late next year. The Florida airline has an option on two more. Purchase order is the first firm commitment by a United States airline for this aircraft, reputedly designed as a DC-3 replacement. F-27 is the second foreign turboprop to be purchased by a United States air carrier. (Fairchild Engine and Airplane Corporation holds manufacturing and sales rights for this 40-passenger transport in North and South America, with the exception of Brazil.)

National: Six Douglas DC-8 jets and 20 Lockheed *Electra* propjets are slated to join the fleet. First DC-8 and *Electra* will be delivered in April, 1959. Three more DC-8s and 11 *Electras* will be received by the end of that year. The balance of both types of aircraft are scheduled for delivery in 1960.

Panagra: The purchase of four and an option to buy two more DC-8s is reported. Delivery is scheduled for early 1960.

Seaboard & Western: Three additional *Super-H Constellation* airfreighters have been ordered from Lockheed. Purchase price, including spares, is \$6.3 million. The transatlantic all-cargo carrier, which ordered two such cargoplanes last year, expects delivery to begin in December of this year, the balance following at a one-a-month clip through April, 1957.

United States Overseas: This independent air carrier has ordered two *Super-H Constellations* (cost, \$2 million). Lockheed will deliver the transports during the Summer of next year.

Foreign Air Lines

Air France: Ten Boeing *Jet Intercontinentals*, with an option for an undisclosed additional number, is announced. The *Intercontinental* will have a range of more than 4,000 miles, and is heavier and longer than the standard 707. It will be used exclusively for intercontinental flights. Delivery begins November 15, 1959, with the order completed a year later.

Alitalia: Two Convair 440 *Metro-politans* have been ordered.

BOAC: First two Bristol *Britannia* 100s have been accepted in a formal ceremony at London Airport. The *Britannia* is the biggest turboprop airliner in the world (see March, 1955 cover of *Air Transportation*). BOAC has 33 *Britannias* on order—15 Model 100s, 11 Model 310s, and seven Model 300s. The *Britannia* 100, which has a cruising speed of 375 miles per hour, can carry its maximum payload of 25,000 pounds, including 90 passengers, for 3,730 miles, or 12,250 pounds of payload for 5,170 miles.

Japan: JAL enters the jet-aircraft race with the purchase of four DC-8s (\$30 million) which will be delivered between September, 1960 and March, 1961.

Panair do Brasil: The Brazilian air carrier has become the first South American airline to order the DC-7C, of which it has purchased four at a cost of \$12½ million, including spares.

SAS: A \$50 million contract with Douglas will give the Scandinavian carrier seven DC-8s. It has an option on three more. First DC-8 will be received in January, 1960.

Sabena: The Belgian airlines is investing \$15,450,000 in three Boeing *Intercontinentals*. Delivery will begin in December, 1959.

(More news briefs on Page 33)

AN AIR FREIGHT BLUEPRINT FOR 1965

By JOHN C. EMERY, *President, Emery Air Freight Corp.*

PART 1—THE FIRST DECADE

WITH respect to air freight, what kind of record can we look back upon? And what can we anticipate for ten years ahead? In the decade of our history to date, what have we accomplished, or failed to do as well as we might have done? In the next decade, what can we hope to achieve, and how best should we go about it?

I have chosen to call this an "air freight blueprint for 1965" with a deliberate purpose in mind. A blueprint is factual and realistic, and that is what I hope my remarks will be. If they so prove to be, they will be in sharp contrast to the things that were being said about air freight 10 years ago. Then you may recall, several dozens of would-be cargo airlines and even more numerous prospective air freight forwarders were trying to get started, and whether they wanted to raise capital or to wheedle operating rights out of the Civil Aeronautics Board, there was one standard way to go about it. It was to let the imagination run riot in predicting a vast tonnage of traffic ready and waiting to be moved by air. For example, in 1946, there were published at least two predictions—well documented, you may be sure—that over five billion ton-miles of domestic air cargo would be transported in 1950. As examples of crystal-balling, these forecasts left something to be desired because they were over 95% wrong, and I have often thought that air freight might have got along better if its excited parents had been a little more conservative in boasting about how fast the baby would grow.



Emery: "Air freight has made it possible for traffic managers to say, 'Can do!'"

In planning for the future, it is always well advised to study first the experience and lessons of the past and to appraise the assets and liabilities of the present. By tracing the year-to-year growth of air freight tonnage and revenue, and evaluating the conditions which appear to have affected this growth, we may find a few lessons to incorporate in our blueprint for 1965.

In 1945, according to the Civil Aeronautics Administration, 22 million ton-miles of air cargo were moved commercially in domestic service. Air express accounted for most of this traffic, supplemented by the initial freight operations of the scheduled airlines and the first of the nonscheduled, uncertificated



Emery truck meets United Air Lines transport, dramatizing air freight's "facility for planned use by industry in relation to procurement and production."

irregulars. With the end of World War II, the readjustments to a peacetime economy, the urgent haste of industry to supply the hunger of the consumer market for all the things it had had to do without, the stimulated ambitions of the airlines with a new war-encouraged perspective on the air-traffic potential, and finally the release of more and more war-surplus cargo aircraft and surplus veterans to operate them, combined in the next two years to produce an air-freight boom. In 1946, domestic air cargo ton-miles jumped to nearly 83 million, and in 1947 to 128 million.

At this point, however, the upward surge of air freight began to moderate. There were several reasons. The airlift had expanded so sharply that it was ahead of the market. This fact plus the intense competitive rivalry between the scheduled airlines and the new non-scheduled operators produced a rate war in 1947. The casualty list was extensive, many of the cargo irregulars either dropping out of the picture or diverting their efforts to the new air-coach passenger market. As a result, air-freight traffic in 1948 and 1949 continued to increase, but at lesser rate, ton-miles growing first to 151 million, and then to 174 million.

The outbreak of hostilities in Korea in 1950 changed the picture sharply in two ways. It stimulated the flow of freight traffic in connection with which speed was more important than cost, and this was good for air freight. But simultaneously it broke the backbone of the domestic air-freight lift which had been developed in substantial de-

(Continued on Page 31)



GEN. I. A. ALER

"By 1970, 10 times as much freight."

Air Transportation's executive editor traveled thousands of miles to interview scores of airline executives and shippers in five European countries. He has brought back this comprehensive report on the many factors . . .

Behind KLM's

SEVERAL months ago, a busy-looking full-page advertisement proclaimed: *Air Cargo is No Sideline with KLM.*

To one who long has been cognizant of the fact that all too many air carriers have shortsightedly accorded "sideline" status to cargo, this statement had its special dynamic appeal. I was, of course, intimately aware of the tremendous strides made by KLM Royal Dutch Airlines' cargo organization in the United States, which ranks first as the company's cargo-revenue producer. Was its steady progress on this side of the Atlantic symptomatic of American get-up-and-go? Or was this advance actually a part of the whole, with the hard core in the Netherlands?

I meant to find the answer to this

question—and I traveled about 10,500 miles to and within five European countries to get it.

The picture I have brought home is based on literally scores of interviews with KLM personnel, from the president down, as well as with shippers; personal observation at the scene; and an inspection of startlingly voluminous records, many of them never before revealed for a purpose such as mine. This is a report on a significant part of KLM's European organization, and it intentionally avoids more than passing reference to the United States cargo facility, whose growing sales network is headed by Alvin E. Levenson, and the traffic complex by A. J. Rickard. It points up mass thinking and experience, with certain national variations, which inevitably reflect on the com-



D. S.J. de BOER

Back again with know-how



FOUR-TON CIGARETTE-MAKING MACHINE is accommodated by a fork lift. A few minutes later the big unit was inside the KLM airfreighter in the background.

Cargo Drive

By *RICHARD MALKIN*



DIRK J. M. KOEK

"Pay more attention to packing."

pany's efforts in the United States.

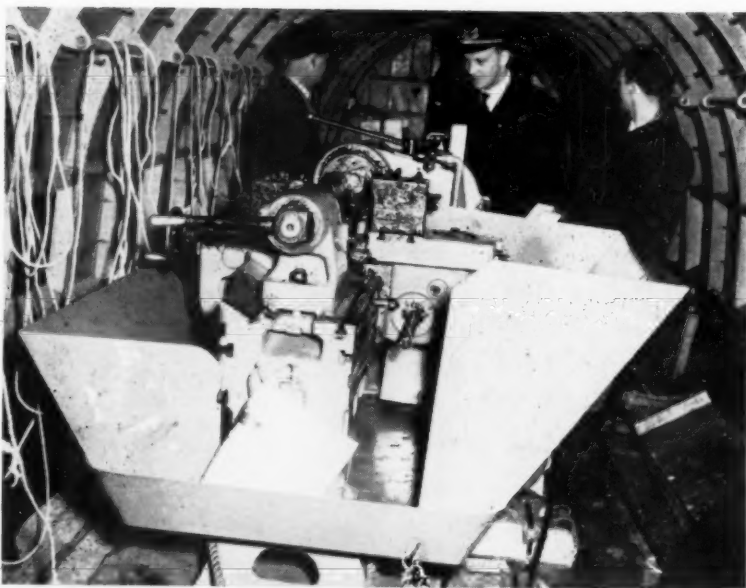
To put it patly, the Dutch air carrier is in the cargo picture with both feet. While certain KLM officials, past and present, may be singled out for special approbation, it was J. F. Van Oldenbrough, Western Hemisphere general manager, who probably put his finger on the answer to why the airline does not view freight through disdainful eyes.

"We are deeply interested in cargo," he told me in his office in The Hague. "We, as Dutch people, have for ages done little else but shipping. We depend on international shipping. We are historically a maritime nation. Our whole population has been integrated with the idea of performing delivery services for third parties. Holland always was a small, agricultural country.

Trade was our life's blood. It was natural for us to accept air cargo."

Although Holland has little coal and no iron, this tiny kingdom has developed into an important manufacturing country. The most densely populated country in Europe, its metal industry is expected to increase 50% and its chemical industry 100% by 1970. Dairy farming, however, remains its leading occupation, with overseas commerce a primary foundation of the country's economy. The seafarer who centuries ago pushed the prow of his ship to ports many thousands of miles from the North Sea sits in a cockpit today and makes the clouds his ocean.

It was the late Dr. Albert Plesman, founder, first president, and guiding genius of KLM, who coined the phrase, "The air ocean unites all peoples,"



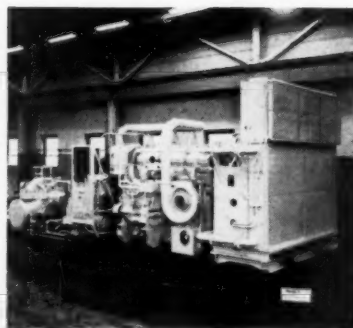
BRITISH LATHE flown completely unpacked.



TRANSIT PART of the warehouse at Schiphol.



KLM's CARGO BUILDING at Schiphol Airport.



MANUFACTURED by the Caterpillar Tractor Division's diesel engine factory at Peoria, Illinois, two such units, weighing more than 80,000 pounds, were flown to Saudi Arabia to replace damaged pumping units on a pipeline of Arabian American Oil Co.

which, under closer scrutiny, is a modernized version of the Netherlands' centuries-old philosophy. Dr. Plesman, a fabulous figure in the world of commercial air transportation, was an early believer in the eventual precedence of air cargo, issuing bold statements at a time when it was hardly fashionable to do so. And KLM's cargo division, emboldened by his outlook, expanded and became plumper with the years. While the Dutch airline was hauling cargo prior to World War II—it was founded more than 36 years ago—the air cargo era is generally regarded as dating from the end of the war. In the last decade, KLM cargo has fought an uphill battle to a point where (based on 1954 statistics) 12.8¢ of every guilder earned by the airline came from the carriage of freight. The figure for 1955 may be even better. Freight is second to passenger as a revenue producer.

Aler on Freight

Dr. Plesman's successor as president, General I. A. Aler, wartime hero, indicated a profound interest in maintaining the momentum provided by the cargo division. In the company of Dirk J. M. Koek, then acting system director of cargo, and D. Sj. de Boer, system cargo director who had just returned after an extended medical leave and was reacquainting himself with airline affairs, I visited General Aler.

I was, of course, primarily interested in determining whether he could be included in that small knot of airline presidents who foresaw an ultimate dependence on cargo for prime revenues. I put this question to him: did he believe, as some have predicted, that freight would surpass the passenger business?

"Your CAA expects freight to triple and passengers to double by 1965," he said. "My own feeling is that by 1970

we'll be carrying about 10 times as much freight."

It wasn't a direct answer, but it was a far-reaching one for a man who was still relatively new to the presidential post and presumably feeling his way in a many-faceted job.

Well, then, what important factor would spark the continuing upsurge?

"Lower rates," General Aler said. "Great speeds are not vital to the shipper; low rates are. If cargo rates go down, say 25%, we can look forward to important increases in volume. Let me say this for the record: KLM is very much aware that to believe in freight is to believe in the future."

Cargo Aircraft

The discussion turned to cargo aircraft, and there were comparisons of the various American and British planes. Several times General Aler stressed the inescapable link between lower rates and a better-performing airfreighter. He suddenly interrupted our two-way conversation to address a spontaneous remark to de Boer and Kock:

"I am fully prepared to buy you any real sound freighter that will bring rates down."

Later, when we were ready to leave and I was shaking hands with the president, he stated:

"You can say we will try to keep a lead in the freight field."

Even though passengers currently give KLM roughly two-thirds of her guilders, cargo maintains a position of respect in the organization—for therein lies future gold. Air shipping is not left to grow like Topsy. There is strict attention to detail: sales, potential, service—all the prudent circumspection inherent in a people long accustomed to competing successfully with bigger, richer countries. The professional touch is evident. Growth is orderly. There is an inescapable air of anticipating needs and responding to those needs in time to make them pay dividends.

It's all in the statistics. In the five-year 1950-54 period (the latter year is the latest for which complete figures are available), KLM's freight revenues more than doubled, while passengers showed a 46% increase, mail a rise of 15%, and special flights a growth of 18%. While this is no mathematical legerdemain on the part of the writer to play down the passenger business—at last complete count, KLM was earning about five passenger guilders for every freight guilder—it should be brought to the attention of the reader that the uphill cargo curve is still a steep one, while the passenger curve,



Lapidaire



Moleman



Weight



Daansen



Alvin E. Levenson, United States cargo sales manager, points out an incoming KLM airfreighter to System Cargo Manager D. Sj. de Boer (center) and United States Cargo Traffic Manager A. J. Rickard.

The image shows three newspaper clippings from German newspapers, each featuring a photo of a KLM official and text explaining the importance of air freight. The clippings are titled "Warum Luftfracht?" (Why Air Freight?).

Left clipping: Features a photo of Herr Carl Pöhl. The text discusses the importance of air freight for the economy and the role of KLM.

Middle clipping: Features a photo of Herr Rudolf Seiber. The text discusses the importance of air freight for the economy and the role of KLM.

Right clipping: Features a photo of Herr Paul Tönn. The text discusses the importance of air freight for the economy and the role of KLM.

Warum Luftfracht?—Why Air Freight?—is explained by German forwarders in KLM ads which appeared in a number of West German newspapers.

(Continued on Page 23)

The objective was to boom Puerto Rico's exports, so Pan American World Airways brought a flying caravan of local manufacturers and government officials into five neighboring countries on . . .

ONE-NIGHT STANDS FOR TRADE

PUERTO RICAN industrial leaders are predicting rich rewards in the form of increased export sales in the wake of a trade caravan that has just completed a whirlwind 15-day "Buy Puerto Rican" tour of five neighboring countries.

And Pan American World Airways, which put the show on the road with circus-like efficiency, is counting on major benefits in the form of increased air cargo revenue from the Caribbean island's steadily-increasing manufacturing empire.

Twenty Puerto Rican manufacturers and government officials made the tour, sponsored by the Chamber of Commerce of Puerto Rico, to Curacao, Netherlands West Indies; Venezuela, Panama, Costa Rica, and Mexico. (See Dec. 1955 AT.)

"It is still too early to measure the success of the trip in dollars and cents, but there is no doubt that it would run into several millions of dollars," comments Oswaldo E. De Urrutia, director of research for the Puerto Rican Department of State.

"Story Was Told"

More important from the viewpoint of potential future air cargo was that a "story was told," according to Victor M. Urbino, PAA acting district cargo manager in San Juan, who accompanied the trade caravan.

"Most countries visited are importing from the United States via steamship lines," Urbino pointed out. "The industrial caravan proved that the same products can be imported from Puerto Rico by air at a reasonable comparative cost because of the nearness of the island to the Latin American markets."

Borrowing freely from the traditional circus techniques of one-night stands and quick jumps to the next town, Puerto Rico's trade caravan made and kept a tight schedule of meetings with leading importers and trade associations in the countries they visited.

Traveling aboard their special PAA



BUSINESSMEN in San Jose, Costa Rica mill around floor showing exhibits of 64 Puerto Rican industries. Caravan also visited Curacao, N. W. I.; Venezuela; Panama; and Mexico.

Clipper with them were 31 specially built display cases containing sample products of 64 Puerto Rican industries. Within a short time after landing at a new city, the display cases could be set up to form a complete industrial exposition covering some 3000 square feet of floor space.

PAA officials in Puerto Rico and other countries paved the way by arranging the itinerary, obtaining exhibit locations and establishing contracts with local importers and trade groups.

Air transport was one of the deciding factors in arranging the trade caravan. Traveling by air, the Puerto Rican industrial group was able to cover in days markets that it would have taken them weeks or months to cover by surface transportation.

"Estimates indicate that around 5,000 businessmen and government officials saw the exhibition in the countries visited," De Urrutia reports. He said that over 150 commercial contacts ex-

pressed interest to become new outlets for Puerto Rican merchandise in those countries.

The problem of finding new markets for Puerto Rican products has become increasingly vital in recent years as the Puerto Rican government has sought to provide jobs for its people and raise the island's standard of living by increasing its industrial output. Through the Economic Development Administration, more than 300 factories employing some 45,000 workers have been established in about the last five years.

From what was once a largely agricultural "sugar" island, Puerto Rico has transformed itself into a busy manufacturing center whose factories turn out plastics, electronics, textiles, wearing apparel, chemicals, glassware, cement, electrical items, ceramics and scores of other items.

The diversity of the products carried

(Concluded on Page 23)



the **NEWSLETTER** of **EMERY AIR FREIGHT CORPORATION**

801 SECOND AVE., NEW YORK 17, N. Y. OREGON 9-1020

February 1956

TO A SHEEP AND A STUDENT . . .

a sheepskin is mighty personal - there's only one like it. The same thing can be said about a yearbook. Mr. James E. Blue, Principal of West High School, Rockford, Illinois, has been in education too darn long not to be aware of that fact. So you can imagine his concern when the day before graduation arrived, and the 1955 yearbooks, scheduled to be distributed the next day, hadn't reached Rockford. But his concern was more than matched by that of the American Yearbook Company which has a long standing reputation for producing fine yearbooks and never letting a class down - even if it means moving heaven and earth to do it. And in this case, it took just about that.

On the morning of May 31st American Yearbook contacted our St. Louis office. This was their order: Get 4,000 pounds of West Hi's yearbooks to Rockford as fast as you can. Use any means to do it. Don't spare the horses.

It's a good thing American Yearbook felt so strongly about the urgency because it subsequently proved necessary to charter a plane to take 1,500 pounds of the yearbooks directly to Rockford with the remainder flying to Chicago where a special truck stood by to make a beeline for the high school.

The following morning, graduation day, West Hi's 1955 class received their yearbooks. We know all yearbooks are something special. But West Hi's 1955 class has one that may be historical, for we believe this the first to be delivered by chartered air freight and coordinated air and surface transportation.

SERVICE WITH A SMILE . . .

has been a good sales axiom for a number of years, and, we suspect, will wear well for some time to come. In some quarters,

AIR FREIGHT MAKES BETTER BUSINESS



This is a paid advertisement

though - particularly traffic, order-service, and sales - the smile wears a little thin when the customer screams for that extra service usually involved in the forwarding of a shipment by air.

One prominent industrial firm we know is downright unhappy about the whole subject of customer air service since their traffic department completed a cost study of 15 outbound air shipments per day for a period of 90 days. It's no laughing matter when you discover that even on that volume the average air shipment can cost, you, the shipper, \$4.85, over and above the transportation charges paid by your customer. The atmosphere can get positively gloomy when you discover that your potential out-of-pocket expense can be as much as \$13.60 on a single air shipment.

How can that be? Well it's the cost of such things as special airport trips, man-hours to get flight information, telegrams and phone calls to advise the customer when and how the shipment is to arrive, etc . . . In short, the extra things you must do to make ordinary air service provide what your customer needs.

The whole horrid story, complete with a solution that reduces your costs and at the same time benefits the customer, is yours for the asking. Just drop us a note asking for "Customer Air Freight Service", and as the medicinal commercials usually bleat, "Smile Again".

THE MEAT GRINDER AT YOUR HOUSE . . .

is certainly a convenience, but we'd hardly expect a family crisis to occur if one of the youngsters "misplaced" part of it in the sandbox. All right, maybe it would, if it was the night before pay day - hash night.

But pity Mr. Purdy. Let his meat grinder disappear, or even stop working for a short period of time and he's up to his ears in meat, fast. In fact, within 24 hours he'll have 10,000 pounds of it on hand and more on the way, for Mr. Purdy's Purdy Steak Company of Cudahy, Wisconsin, each week supplies over 60,000 pounds of flash-frozen specialty steak products to restaurants in eleven different states.

And as that mountain of meat grows, a roar of indignation can be heard from chefs in every one of those eleven states. But Mr. Purdy didn't build his business to the size it is, in seventeen, short years, by failing to deliver on time, nor does he stampede easily. When his grinder quit, recently, he merely called Jack Grieger at our Milwaukee office and placed an Air Procurement Service order for a repair part from Philadelphia.

AIR FREIGHT MAKES BETTER BUSINESS



In just seven hours it was delivered to him. The crisis was over. But not before some wag had the audacity to comment, "Boy, Mr. Purdy's steaks sure were at stake".

YOU'RE PROBABLY NOT FAMILIAR WITH YELLOWKNIFE . . .

Canada. We aren't either; but, we'd like to be. Believe it or not, this town, according to the Mayor, is dependent upon air freight transportation for the movement of 90% of its goods. (What a place for the next Emery office!)

And what a Mayor Mr. McNiven is, when it comes to selling the idea of air freight. At a hearing before the Air Transport Board of Canada his Honor tossed around some of the meatiest and most unusual reasons for expanding air service to Yellowknife that we've heard in some time.

Of course the Mayor was on to the fact that there was plenty to be saved by reducing inventories through air freight, but, he chilled us with his reasons. He wasn't interested so much in eliminating warehouses to reduce construction costs. No sir! What he wanted to do was to save the fuel bills necessary to heat the warehouses!

If you know Yellowknife, that makes sense.

THE CAVE MAN WHO FIRST HOISTED . . .

a load of bearskins on his back and headed across the hills to trade them for a stone axe really started something. His wife thought he was crazy, but he originated what we call trade, after balancing, for the first time, the advantage of the exchange against the cost of transportation necessary to accomplish it. In his case, the cost of transportation was a little energy, and maybe a stubbed toe, but still he was the original guy to face the question: Is the value of the trade worth the extra energy cost of the transportation? He decided it was - that stone axe would save lots of energy in other directions.

Since then a great many of our caveman's grandchildren have pondered the same question. A new form of transportation has come along. It offered new opportunity to expand trade with more distant customers and vendors because it was faster. But - you guessed it - it was also more costly, and that's where the rub came. Was it worth it?

When the Conestoga wagon was the best way to move goods from one place to another, the Philadelphia merchant couldn't range

AIR FREIGHT MAKES BETTER BUSINESS



very widely in his search for customers. But then the railroad came along. The higher cost of freight by rail worried the merchant, but he saw in its speed a chance for broader markets, and he figured that the profit from the extra business would more than make up for the added freight expense. So, in spite of the headshakings of his friends he "tried the train", and it worked - as did the truck in its turn.

Now, still faster, still more costly air freight raises again the age-old question of cost versus value. And once more there are doubters who say it will never make the grade as a routine channel of transportation. Well, we think they are wrong. It will take a little time, maybe, but air freight will become an integrated, routine medium of transportation and will take its permanent place, however large, alongside trucks, trains and steamships.

Why not? What we expect to happen with air freight has happened, repeatedly, with other new kinds of transportation. Don't forget, there are a lot of people who would like to buy and sell more stone axes.

IF THIS PIECE INTERRUPTED . . .

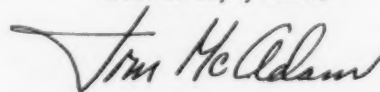
your interested perusal of the latest Commission Orders or I. C. C. News - that is, those of you reading it for the first time in this magazine - an explanation is in order. It's all quite simple.

This is our method of reminding - via the U. S. mails - some 25,000 buyers of air transportation that we're still in business. A common custom, you'll agree. Nobody seems to mind. In fact, a considerable number of people have asked to be put on the mailing list. We've obliged.

We'll see that you get each issue too, if you'll drop us a line on company stationery. Don't expect too much from it. It's positively not guaranteed to prime you for a promotion. On the other hand, an idea there and an idea here . . . who knows?

And after all, that bit about the meat grinder at your house was significant. Wasn't it?

Sincerely yours,



AIR FREIGHT MAKES BETTER BUSINESS

ONE-NIGHT STANDS

(Continued from Page 18)

by the air caravan was an eye-opener for many of those who viewed the exhibits. In Curacao and Mexico City, especially—in the words of one caravan member—"they had no idea of the island's industrial progress and could not believe that some of the articles now being consumed in those countries were manufactured in Puerto Rico and routed to them through indirect channels." Puerto Rican representatives also reported they ran into repeated avowals on the part of businessmen in other countries to make personal trips to the island to see what sort of an industrial revolution is going on there.

Within two weeks after the caravan had returned to San Juan, De Urrutia was able to report that "68 commercial firms in the countries visited requested the representation of Puerto Rican products from their manufacturers in the island." Preliminary arrangements are being worked out by at least 11 Puerto Rican firms to establish agents in the countries visited, the Puerto Rican State Department official adds.

About 90% of the exhibits carried by manufacturers on the flying caravan represented items of small bulk and high unit cost, a combination that offsets the difference between air and sea freight rates.

Officials of the airline are confident the missionary work done by the Puerto Rican caravan will mean new business for the island's industries and enhance San Juan's position as a major cargo point on PAA's Latin American Division network. (During the first 11 months of 1955, San Juan handled nearly 8,500,000 pounds of Clipper cargo, including inbound shipments of 4,650,758 pounds and outbound cargoes totalling 3,784,746 pounds.)

The San Juan ratio of nearly equal inbound and outbound shipments is somewhat unique in the carrier's Latin American Division. To most countries, the bulk of the Clipper cargo shipments are inbound, with PAA officials scratching hard to develop cargoes for the Northbound flights.

As a sidelight to the Puerto Rican caravan, representatives who made the trip confessed that whatever the long-range effects might be, the short-term results were somewhat disastrous to them personally: they bought more than they sold. Most of them returned home with empty pocketbooks and baggage bulging with souvenirs and presents picked up in marketplaces and curio shops along their way. • • •

BEHIND KLM'S CARGO

(Continued from Page 17)

also uphill, is beginning to flatten.

Plowing through a welter of coded figures, Dirk Koek revealed the seriousness with which the company has tackled cargo. Here, for example, was a month-by-month study of the number of consignments (20 kilos and over) transported, weight of each, prepaid amount, forwarding amount, and total between two specific points. And following it was another analysis, similar to the foregoing, but including specific commodities between points. A statistician was called in, and with evident relish and personal pride the latter set about interpreting another mass of dizzying figures, the sum total of which eventually found itself on the divers desks of top management. Analyses of commodities, traffic between different points, number of shipments, kilos, revenue, percentage of turnover—all were represented. Nor does management's interest cease there: it demands reports on the exports and imports of leading commodities of other countries, regardless of the means of transportation.

"We keep on top of the situation," Koek said. "We must be aware of all the basic facts, all the trends."

Top Producers

In round-table discussion with Koek, deBoer, and two key commercial advisors—F. Trouw, en route for reassignment from the Middle East; and S. Post, recently returned from the Far East—it developed that KLM listed the United States and West Germany, beside Holland, as its most important cargo-revenue producers. On a worldwide scale, shipments under 20 kilos each comprise 25.6% of the Dutch airline's total turnover. Top single commodity ("a most promising group") is electrical equipment and machinery, contributing 14.4% of the turnover. Other significant commodities are textiles and wearing apparel (10.5%); live animals and animal and vegetable products (9.4%); precision instruments (9.2%); chemicals, cosmetics, and pharmaceuticals (4.9%); and fresh flowers (2.1%), which pile up to more than a million kilos a year.

Of KLM's 90-odd transports crisscrossing the world's skyways, 10 are airfreighters: two DC-6As, four DC-4s, and four Dakotas (DC-3 types). The combination aircraft currently operated include *Constellations*, *Super Constellations*, DC-6s, DC-6Bs, and *Convairs*; and slated to join the Flying Dutchman fleet, quantities of *Viscounts*, DC-7s, and DC-8 jets. Experience has

taught KLM's cargo executives that airfreighter operations will encourage bulk shippers to use regular passenger flights for their smaller shipments.

During the past Summer season, transatlantic passenger services alone provided shippers with approximately 40 tons' cargo capacity per direction. Out of season this hovers around 30 tons.

At the present time, KLM is operating 17 transatlantic services a week (22 in the Summer), 13 a week to the Near East, 10 a week to the Far East, and two a week to South Africa. In its European service, the airline has 65 departures a day.

But such capacity is, as KLM's cargo officials see it, a drop in tomorrow's freight bucket. Discussing local as well as foreign problems with them, it was difficult not to be impressed with the meticulous preparation for business yet to come. There is a zestful awareness that in their hands lies KLM's most potent future economic strength. Whether by accident or design, such preparation neatly dovetails with the Netherlands Government Central Planning Bureau's urgent call for an increase in export if national stability is to be preserved and prosperity safeguarded.

The cargo organization within the airline is hardly the stepchild its counterpart in other important airline companies (in the United States and elsewhere) are known to be. It is a self-contained unit, with various layers of executive talent working coherently and cohesively. There is an air of bustle without pandemonium; of perseverance without hosannahs; of achievement without lavish self-glorification. Indeed, Koek's presentation of an impressive set of facts was balanced delicately between quiet pride and personal modesty. De Boer, whom I had come to know years before, was equally so, with an almost imperceptible way of lending impressive weight to a statement by uttering a single phrase or interposing an adjective.

Creative Sales

Sales is every business organization's No. 1 project. It is true of the airline business, too; but selling the untried air shipper calls for a lot more than merely the standard sales approach. This has matured into creative selling—a program which KLM embarked on three years ago, and, on the basis of experience, due for expansion. Training courses—each one covers a two-week period—are held in The Hague, the airline's headquarters. The KLM representative contacting the shipper must have something beyond

a charming smile, a well-pressed suit of clean clothes, and an engraved calling card. His strength, his company insists, will be derived from an analytical approach to sales, encompassing a convincing ability to discuss the hidden savings in air cargo in the same breath he speaks of KLM's physical services. The average shipper is less interested in switching from one method of shipping to another than in *earning economic advantages* as a result of doing so. This is the mainspring of the company's creative sales program, the first international meeting of which is scheduled for May.

KLM is deeply impressed with the creative selling approach of American Airlines (with which it has an inter-line agreement), and it is candid to admit that there is a great similarity of sales approach by both airlines. Three men have been assigned to do this selling in depth: Trouw, Post, and George Sztibel, who receives his direction from the United States cargo sales manager, Alvin E. Levenson. Trouw and Post will work out of The Hague, the former on call by the United Kingdom and North America, and the latter by the Middle and Far East. Sztibel's bailiwick is confined to the United States.

As the plan is conceived, it may be expected that The Hague receives a message from one of its regional cargo managers urging it to assign an expert to XYZ Company, a giant industry with a gigantic air freight potential. Arrangements are made with XYZ, and a "missionary" is sent with the ultimate purpose of making its executives "see the light." Distance is no bar: oceans will be crossed by these international salesmen to achieve their purpose. Trained to do a top-to-bottom, inside-out job, each may spend weeks or even months on a single project—until the many jagged pieces of the jigsaw puzzle have been put together, and a whole new shipping concept has sprung into being.

Koek's Tour

With Koek and Theo Bontenbal, KLM's cargo superintendent at Schiphol Airport, the air terminus for Amsterdam, I made the "grand tour" of the airline's freight facilities there. It is Koek's considered opinion that Amsterdam ranks with Brussels as the best transshipping point in Europe for transatlantic air cargoes—this, not only because of geographical location, but because of simplified Customs procedure. I might add that shippers and cargo men with whom I spoke in different parts of the Continent felt similarly, although not a few votes have

been cast for Frankfurt. Paris, too, is looked on favorably, but matters there are complicated by its two airports.

Ten percent of all incoming shipments at Schiphol are inspected by Customs. A pneumatic tube carries time-stamped documents from KLM's Export Room to Customs for clearance. The time stamp is a silent though threatening reminder that speed is essential. *This is air cargo!* Unlike many other areas which cargo men and shippers can rattle off automatically, Dutch Customs traditionally refrains from "competing" with the carriers and their clients. There is a flexibility of operation and an awareness that expeditious clearance goes a long way toward the maintenance of a high volume of traffic through the country.

"We have a friendly relationship with Customs," Koek stated. "Customs procedure here is very simple. Our Government realizes the value of swift clearance, and consequently we have 32 Customs officers handling air freight in the cargo building. This does not include several additional Customs personnel stationed at other locations at Schiphol."

Cargowise, Schiphol handles about 25% of the total transatlantic weight. Commercial freight handled at Schiphol last year reached an estimated total of 16½ million cargo kilos. This figure, of course, includes all the carriers at Schiphol. A cargo pool at the airport, which takes care of the physical handling, rerouting, delivery, and clearance, includes, besides KLM, the following international carriers: Sabena, SAS, Swissair, BEA, Aero Lingus, Aero O/Y, Argentine, and Canadian Pacific.

The cargo building is divided into four sections, each assigned to a different geographical area: the Western Hemisphere, not including most of South America; South America, not including Colombia, Venezuela, Peru, and Panama; the Near and Far East, and Australia; and Europe and South Africa. A formidable wall of cubbyholes serves as temporary housing for shipping documents. Each cubicle is reserved for a particular destination.



Theo Bontenbal

A horizontal yellow line separates the documents for today's runs from those still unbooked or assigned to later runs. Another line of demarcation—this one red—sets apart documents adjudged to be in error. Each airwaybill is accompanied to final destination by a simple two-part form, designed to keep the consignor informed on his shipment.

Six German-made fork-lift trucks and three conveyor belts are assigned to this building.

Walkie-Talkie, Too

Visiting the Manifesting, Weight and Balance, Loading Department, I watched for some minutes a man at an intercom communicate with a number of scattered service departments. Determining from records how much freight could be placed aboard a waiting plane, he communicated the information to the ramp where another picked up the message on his walkie-talkie.

In the warehouse, which also was divided into bays for different destinations (one part of the warehouse was set aside for domestic shipments), I found all the freight palletized. Some of the pallets, loaded high with the usual assortment of freight, were built up with walls which were easily removable. Not a pallet was without a designation indicating destination of the freight upon it.

Moving up and down the broad aisles, I made notes of the shipments. Among them were seven units of oil machinery, shipped unpacked by the Crane Company, Chicago, to Palembang. Each unit, weighing 650 kilos, was wirestrapped on a wooden skid, bringing the gross weight to 780 kilos. I mentioned the fact that here was a visual economic lesson with which all shippers ought to be confronted. How many more hundreds of kilos would the same shipments packed for sea transport weigh? How much higher would ocean insurance costs be? Consular fees? Duties? Not to mention the basic advantage of more immediate and therefore more profitable utilization of the machinery.

Which prompted Koek to underscore the lesson with a reference to a recent airshipment of a 9,500-kilo ship's part, from New York to Bombay. The unit which had broken down was airfreighted from Bombay to London for repair. What additional transportation charges were involved in shipping by air had been more than offset by the minimization of the fabulously high losses (these can run as steep as \$5,000 a day) suffered by an inactivated vessel. Such operations are hardly new by now. Since the end of the war, the maritime

industry has learned to lean on air freight to come through for it in these instances, as well as in the transfer of ships' crews.

I pointed to a bulging carton which appeared to be ready to burst at the seams. The shipment had originated in New York, with its destination Teheran. Bontenbal indicated that KLM undertakes to repack a shipment when it appears to be in danger of falling apart.

"Some of the packing coming from the United States is just awful," Koek asserted. "The shippers there can save themselves and the carriers a lot of trouble by paying more attention to their packing."

It was true. I inspected a large number of underpacked and overpacked shipments. Significant was the quantity of crated products which could just as well have gone safely in considerably lighter (and cheaper) cartons, or even swathed in ordinary bur-lap.

Speedpak Freight

A cargoplane rolled up almost to the door of the warehouse. Eventually, a motorized train of palletized freight moved into the structure. At the same time, a Speedpak was being loaded just outside the door. In rainy weather, the canoe-shaped cargo container, which fits to the belly of a *Constellation*, is loaded indoors. Was KLM's experience with the Speedpak satisfactory? I inquired.

"Since the operating weight of the *Connie* has increased, the Speedpak has become more feasible," Koek replied. "Our planes have to carry 7% more fuel to haul Speedpaks. We are now using three of them. I'd like to see Speedpaks on *Super Connies*, but Lockheed isn't making them for that plane."

With obvious pride, Koek and Bontenbal showed me samples of the brainchildren of KLM engineers: plastic containers for airborne fish, which the airline supplies to exporters; coat hangers designed to carry three each, and bag-enclosed dress hangers for 15 garments; steel-tube racks which will support five dress hangers each; horse stalls which weigh 220 kilos each, a reduction of 50 kilos from the former stall weight; a special ramp to loan motor cars.

In the guarded Valuables Room—actually a cage—I found the same system of divided areas for different destinations. In the room at the time I visited it were gold ingots, jewelry, banknotes, platinum, and diplomatic mail. Valuable consignments receive special manifestation. Carried in mo-

bile closed vans to planeside, they are specially guarded during loading. Diplomatic shipments, though small, run high in volume.

At the time of my visit to the so-called Animal Hotel, it was rather low in live cargo. The only between-plane occupants were a small number of birds, dogs, monkeys, and an indefinite quantity of tropical fish. KLM, which has hauled everything from reptiles to elephants halfway around the globe, finds monkey traffic particularly lucrative. About three planeloads of Indian and Philippine monkeys are hauled to the West every month.

In the Engine Shop, which employs 350 men, specialist crews are assigned to six types of engines. The Repair Shop, with 550 personnel, is startlingly clean, its boxes of green plants somehow lending a homey touch. Music, piped into the shop during certain hours of the day, is calculated to reduce tension and maintain high production. I was amused to watch a crew of six or seven workers applying themselves vigorously to different parts of a huge unit, while they chorused in Dutch the Latin American rhythm of *Cherry Pink and Apple Blossom White*. The Electrical Shop, reputedly better equipped than many electronic equipment factories, is known to have caused eyebrows to lift at the breadth of technical know-how available within its walls.

From the point of view of weight, flowers comprise KLM's most important commodity. KLM began airlifting flowers more than a quarter-century ago, and the airline's best customer is Sweden; for the exporter, it is Germany where most of the flowers are shipped by rail. Of the average 4,000 kilos of flowers flown by KLM to all European countries every day, Sweden receives about 1,500 kilos. The American market is a good one, but, according to shippers, it is hampered by severe United States restrictions.

Flower Auction

I had the opportunity to visit the Veiling Bloemenlust, the fabulous flower auction at Aalsmeer, within easy distance of Schiphol. A 40-year-old facility, it has become a world-renowned institution, enough of a landmark to be pointed out by aircraft captains over their public address systems on the descent to Schiphol.

The auction area, set to one side of a vast hall dotted with flower stalls—one part devoted to domestic sales; the other, export sales—was divided into two similarly laid-out rooms. Eight double desks stretched across each room, these rising in 10 steep tiers. The desks



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were occupied by buyers who visit this area at the average rate of approximately 200 per day. At the time of my visit—about 10:00 a.m.—I counted 38 buyers in one room. Facing the desks was a huge wall dial, which, through a system of numbers, indicated who bought what and the price at which it was purchased. To the left of the clock was a V-shaped balcony containing three men, one of whom called out the purchase price and number of each buyer; the other two scrawled orders, copies of which were placed on the purchased blooms, with the originals routed to the office. The auctioned flowers were on display on two immense mobile racks on the floor of the room.

Vital Industry

The flower auction, which has some 600 members—120 are exporters—opens at 7:00 o'clock each morning, lasting until 1:00 p.m. During peak seasons, such as Christmas, Easter, and Mother's Day, an average of 600 buyers visit the auction daily. Indicating the importance of the flower industry to the country is the fact that in the Aalsmeer area alone an estimated 10,000 to 11,000 persons, including growers and exporters, derive their living from it.

The flower business is important enough to KLM to have set up an office at the Aalsmeer auction. Two cargo men are available at all times, for the purpose of cutting airwaybills. Dutch Government representatives also are on the premises, while scores of flower exporters have found it expedient to locate their offices there.

The utter reliance on long-distance export shipments was emphasized by 72-year-old William Barendsen, partner in the Aalsmeer flower firm of Gebrs. Barendsen. An expert on exotic blooms, which he imports as well as exports, the spry gentleman showed me through his canal-flanked greenhouses where I was treated to an often mystifying ac-

count of the special technique of raising hybrids, interspersed with appreciative comments on what air transport has done for his industry.

After spending the better part of a week in the Netherlands, I boarded a *Convair* bound for Frankfurt. I managed to obtain a peep at the cargo manifest which showed my plane to be carrying 17 consignments, including flowers, platinum bars, chemicals, tobacco samples, motor parts, United States Government PX material, nylon goods, and pure silk.

KLM's freight organization in Germany is headed by H. C. Moleman ("Everybody calls me Hank"), a native Dutchman, who has so integrated himself with the Germans that it is difficult to distinguish him from the rest of the population. Joining the airline as an office boy at Schiphol, Moleman climbed up through the ranks, gaining valuable experience in Italy and Iran, and winding up in West Germany in August, 1948. In manner, in speech, he impresses one as an aggressive salesman who knows his business. He exercises close supervision on KLM's cargo personnel in Frankfurt, Stuttgart, Munich, Dusseldorf, Hamburg, Berlin, Nuremberg, Bremen, and Hanover.

Moleman had been having some difficulty getting back to Frankfurt from Berlin in time to keep our appointment. Consequently, I spent a couple of fruitful hours with Carl Schultze, manager of agencies and tariffs for Germany. Schultze, an old-line transportation man since post-World War I days—he had been associated with the Hamburg American Line, Aerolloyd, Luft-hansa, Junkers Luftverkehr, and British European Airways before coming to KLM—pointed out, in answer to a question, that Stuttgart and Frankfurt outstrip by far all other freight-originating points in Germany. The two offices, in fact, were rivals for top company honors. Through whom was the bulk of the air freight received by KLM? Direct sources? Forwarding or-

ganizations? Schultze trotted out some records.

"IATA agents and consolidators in Germany gave us most of our freight business," he said. "Look here: in 1951-52, they gave us 70% of our total; in 1952-53, it was 80%; in 1953-54 and again in 1954-55, it was about 90%. That ought to tell you where our business is coming from. In all my many years' experience with steamship lines, I learned that agents are necessary. They are a magnificent sales force for the airlines."

Statistics showed that the number of active agents had decreased from 246 to 212.

Was the dwindling number of active agents a sign of faltering health? Not at all. Schultze hastened to reassure. If anything, the air freight forwarding industry in Germany was stronger than ever before. As was true in all other parts of the world, there were many forwarding organizations which had rushed pell mell to get IATA authorization—not with the basic intent actively to develop air cargo traffic, but for the "prestige value" such authorization lent a firm's letterhead.

From all sources KLM in Germany handled in 1954-55 a total of 64,435 outbound and 26,970 inbound consignments weighing 1,692,885 and 1,138,297 kilos, respectively.

Forwarders Are Strong

I was advised by Moleman, who had arrived by this time, that shippers in Germany traditionally lean on forwarders for the solution to all their traffic problems. The forwarders are a strong and virile group, and their clients rely on their professionalism to decide whether a shipment goes by surface or air. Knowing this, Moleman has geared a good part of his pitch toward the middleman. Even in KLM's ads in German newspapers. Here, for example, is the translation of a statement by Paul Tantz, manager of Frank-

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further Luftfrachtkontor G.m.b.H., Germany's largest consolidation group with a membership of 14 firms, featured in a KLM ad:

"In Germany, the exporter and the importer have perceived the great advantages of this means of reforwarding, for the transportation of goods by airplane has reached a volume which nobody foresaw three years ago. The technical development of aircraft will result in calculation (rate) bases which will make it possible to introduce new groups of commodities to transportation by air, thus further rapid development may be expected."

And from Rudolf Sachse, agent for the firm of C. J. Jonen Wwe. Dusseldorf:

"The special advantages of shipping by air freight—which include the quickest form of transportation, cheaper packing, careful handling of sensitive shipments, lower insurance charges, quickest receipt of the countervalue of the goods, and minimum inventory—have been noticed by the German shippers. Furthermore, several airlines offer on certain routes special freighter services, thus enabling the shipment of large quantities as well as voluminous consignments."

And, as a third example, this testimony by Carl Press, proprietor of Deutsche Grosstransport-Gesellschaft m.b.h. (Deugro):

"The steady extension of German exports is naturally resulting in a constant increase in air freight revenue—all the more so, as the airplane represents that means of transportation which will undergo the greatest development. We can expect the turnover in air freight traffic to multiply within the next 10 years."

Deugro's Experience

The discussion of Germany's air freight forwarding industry progressed to the point where Moleman introduced me to O. C. Pothorn, a director of Deugro. The organization, founded in 1926, entered the air business in 1947. It operates a half-dozen offices in as many cities. The company consolidates through the cooperative organization, Frankfurter Luftfrachtkontor. I inquired whether membership in this groupage scheme embraced Deugro's branch offices.

"No," Pothorn said. "Each must become a member of a separate Luftkontor."

"What is the background and method of operation of the Luftkontor?"

"It was organized in 1952 as a private corporation, when IATA did not recognize consolidators. It has 14 member firms. It has a board of directors,

a manager, and three additional personnel working at the airport. If we fail to reach the breakpoint, we consult another station. Every month each member receives a credit which represents the profit divided 14 ways. This credit is applied against his own shipping charges."

"How large is Deugro's own air department?"

"At the present time it has 11 personnel. Our salesmen in this department sell air cargo exclusively. Our air business is increasing steadily. Every year is better than the last. Air cargo now represents about 25% of our company activity. But the 5% commission the airlines are paying us is inadequate. We can't make money at this rate. All things considered—our investment, effort, and everything else—we lose money on it. Seven-and-a-half percent would be a more realistic figure. We consider our activities in air cargo an investment in the future."

"Would you say that the air carriers are generally cooperative with the German forwarders?"

"We are extremely satisfied with the cooperation the airlines are giving us," Pothorn acknowledged. "I would like to see IATA accept freight forwarders only on the basis of whether they are in a position to generate traffic."

Moleman pointed out that IATA had made wholesale appointments at a time when the situation was unknown and the potential loomed as a big question mark. There were "no true standards then, but the picture is changing now." The German national forwarding industry organization, Arbeitsgemeinschaft Spedition und Lagerei E.V., also is consulted by the carriers.

On the subject of rates, Pothorn is of the opinion that the commodities should be reduced to fewer and more general descriptions, with a sliding scale of breakpoints for each. Insofar as deferred rates were concerned, he

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said they existed in Germany 10 years ago and were stopped in Europe. The Deugro official referred to them as "nonsense," stating that they gave the opportunity to some to undercut existing rates.

Moleman would prefer to see a high rate for high-value goods, reasoning that the profit earned thereby would be passed on to cheaper commodities and flown for less. Cartage rates and handling fees no longer pose a problem. Five years ago, the airlines and forwarders came to an agreement on what these rates should be.

Market Research

Market research plays a vital part in the development of KLM's German freight totals. Back in his office, Moleman showed me comprehensive evidence of air freight studies covering various commodities. I spent a good deal of time studying several of these at my leisure. I found them to be exhaustive and (taking for granted the accuracy of the statistics) each a major achievement. Here are random excerpts of a market study based on *Liftmaster* utilization. Because this is a confidential study, all references to the companies supplying the information have been deleted.

"The shipments of . . . are mostly urgently needed machinery or ship-spares, therefore the expected increase will not mean a regular flow of traffic, but more shipments of spares, etc."

"No export to the U.S.A. Mainly export to Cairo; however, no figures have been given. Provided that the rates as proposed will come into effect, considerable increase of air freight will result."

"An increase of 50-75% is expected for air freight if the new rates are proved."

"The export value of this firm is \$100,000. The percentage of export to the various countries is as follows: India, 25%; China, 25%; Europe including Turkey, 30%; South Africa, 10%; U.S.A., 10%. . . . At the present time 15% of the total export of this firm is shipped as air freight. . . . After introduction of the suggested rates, this firm will ship as air freight 100% to the U.S.A."

"This firm ships mainly to the U.S.A. and the Far East. Shipments mostly by boat. They expect large-scale increase of air freight if proposed rates to the U.S.A. and other destinations are introduced."

" . . . Their goods are of such low value that airshipment takes place only when delivery deadlines cannot be met or import licenses expire. Furthermore, if consignee requires certain goods very

rapidly, the decision in such cases is entirely up to the consignee."

My last assignment in Germany was an inspection tour of KLM's airport facilities. The airline's city freight manager is Erich Weber, who acted as my guide. KLM's offices are located in the rapidly expanding V-shaped cargo building which houses 25 airlines plus a number of forwarding firms. The structure will be completed in 1958.

According to Weber, KLM's freight organization is the biggest in Frankfurt, with offices in the city and Rhein Main Airport. By contract arrangement, it handles the physical freight operation at the airport for Sabena. KLM has a fully independent cargo-space reservations set-up at the airport, which enables personnel to provide shippers with on-the-spot information and make immediate commitments without the time-consuming formality of checking with Amsterdam.

Leading export commodities handled by the Dutch airlines at Rhein Main Airport are optical goods, chemicals and pharmaceuticals, leather products, coats, and textiles. Stuttgart, which is exporting coats to the United States for the first time, leaned on air freight from the very beginning. Munich also is a producer of coats. Shipments of heavy machinery are becoming increasingly important. Bottle caps, not generally looked upon by the public as an important commodity for the airlines, was flown out of here by KLM during the 1954-55 period to the tune of 35 long tons.

Frankfurt-bred fish are airexported to the United States. There also are fairly heavy shipments of mealworms which are used as bait. Two-way dog traffic remains at high level. One recent shipment involved 43 German police dogs consigned to the Bangkok Police Department.

I stopped to examine a shipment of textiles packed in heavy wrapping paper and girdled with string. Weber grinned.

"This manufacturer wanted to ship 60 kilos of textiles in a wooden case weighing 75 kilos. We showed him how he could save a lot of money by doing just what you see here. The total weight was reduced from 135 kilos to 68 kilos. The shipper saved over 1,000 marks, but he became a confirmed user of air freight."

Next day, in Paris, I conferred with L. C. H. Lapidaire, KLM's freight director for France. Lapidaire, whose freight experience draws on a background including 15 years with The Hague forwarding firm of Ruys & Company and subsequently with the European Central Inland Transport Organization in Paris, came to KLM in 1948.

Although as Dutch as a Holland windmill, Lapidaire looks like a Frenchman and has a Gallic name to boot. He was responsible for the organization of KLM's freight set-up in France.

The Paris freight office has 35 personnel on the payroll. Branch offices are located in Lyon, Nice, Bordeaux, and Lisle. Four customs brokers are assigned to Le Bourget; another in the city office at 20 Rue de Chabrol.

Approximately 60% of the airline's business in that country is generated by air cargo agents. The freight forwarding industry in France is comparatively small. The principal of groupage, which is reasonably successful in England and Germany, is not as successful here.

"The forwarder and the shipper need a thorough freight education," Lapidaire stated. "Unfortunately, the average shipper leans on traditional methods. But we will break through that barrier."

"Have you tried any promotional means?" I inquired.

"Of course. Take the traffic in dogs. We made a special drive in that area. As a result, we expect dog traffic to be at least doubled this year—maybe tripled. There is a great deal of work to be done, and we are not sleeping. Naturally, the question of rates comes up very frequently. Sometimes we can break down their resistance by pointing out the hidden economic factors; sometimes we find him—how shall I say it?—of a closed mind. Not long ago, I visited one of our biggest manufacturers of lace and embroideries. He showed me huge inventories piled up in his warehouse. I wanted them for air shipment, but he insisted he would wait until the rate came down a little more. 'When it does,' he said, 'it will all go by air.' Well, there you can see at least one eventual diversion to air."

French Air Exports

KLM's top-ranking French exports are, in the order named, cloth, printed matter, gift parcels, photographic and projection equipment, cosmetics, wearing apparel, machinery, opticals, pharmaceuticals, and live animals. Inbound, also in the order named, they include aircraft, photographic and projection instruments, gift parcels, printed matter, live animals, flower and nursery stock, fish and seafood, electrical equipment, and machinery.

Sixty-seven percent of the export shipments handled by Lapidaire's organization are under 20 kilos, representing 15% of the total weight and 29% of the total revenues (1954-55). Contributing to 69.5% of the total freight revenues are these heavier com-

modities: textiles, 16.7%; miscellaneous, 11.4%; scientific, professional, and precision instruments, 9.9%; machinery, vehicles, and electrical equipment, 9.6%; chemicals and pharmaceuticals, 7.6%; live animals and inedible products, 6.7%; paper, reed, rubber, and wood, 6.4%; and metals and metal products, 1.2%.

"KLM has had a tremendous impact on the French shipper," Lapidaire asserted. "Perhaps it is natural for Europeans to look upon the Dutch as being exceptionally freight-minded. From my own observations, I would say that French businessmen—Parisians in particular—look upon their own carrier, Air France, and KLM, Pan American, and TWA as the Big 4 in air cargo transportation."

In Rome

After Paris it was Rome where I was met by Franco Metallo, chief of the city's Freight Department at 80 Via F. Turati. I would see KLM's freight manager for Italy, J. P. M. Daansen, the following day. The latter's headquarters were in Milan, which administered the freight offices in Rome and Florence, as well as in his own city. Twenty-two freight personnel cover the country.

The most consistent commodities airlifted out of the Italian capital by KLM are film and ladies' high styles, each a natural for airshipment. Top import by air is pharmaceuticals, with ship's parts ranking second. Live animals, especially horses, are gaining rapidly as outstanding imports.

Rome is important as a transit point. Ciampino, the airport for Rome, is 16 kilometers from the city. From the point of view of an airline whose service is inherently synonymous with speed, Customs, though cooperative, is often frustratingly slow. It is not unusual for an airshipment, arriving from across the Atlantic in 18 hours, to spend another eight hours clearing Customs.

An example of what makes an air freight manager's hair grow grey is the Customs apparatus at Ciampino. A runway bisects the airport, with the result that there are equal facilities on each side, *ergo*, two separate Customs set-ups. Occasionally an interline shipment must be cleared through one side of the airport, trucked around the field, and duplicate the procedure on the other side. It is anticipated that this wanton attack on time will disappear when Rome's new international airport, 32 kilometers from the city, will be opened a couple of years from now.

KLM opened its Rome freight office

about four years ago. A warehouse is maintained at Ciampino. With five personnel there, the office finds its daily peak periods between noon and 1 p.m. and again from 6 to 7 p.m.

Discussion with Metallo naturally veered toward the relative position of the freight forwarder in Italian air commerce.

"This export business could be more—much more," Metallo said emphatically. "A big educational job has to be done on the Italian shipper and forwarder. It is bad enough in Rome, but when you go into the provinces outside the city, they just do not understand the benefits that can be derived from air cargo. Also, it must be realized that competition from the steamship lines is not small. In Naples, for instance, there are daily sailings to the United States, with arrival in seven days. Air freight has a lot to sell, but all of us will have to sell it intelligently."

Only a handful of IATA cargo sales agents truly plug air cargo, it was indicated. During a recent period, some 90 air cargo agents in different parts of Italy were dropped by the world airlines organization because of non-productivity.

Forwarder Policy

When I had the opportunity to discuss the national air freight situation with Daansen—he had been weathered in at Milan and we almost missed each other—the problem of the Italian freight forwarder carried through into our talk. Daansen, a Hollander like the previous freight managers I had met in other countries, looked every inch the Italian. (By this time, I was beginning to suspect that one of KLM's requisites for the job was physical harmony with the area, or that the climate in some miraculous way could endow him with the proper characteristics.)

"The value of a really professional freight forwarder is not to be underestimated," Daansen said. "But few forwarders in Italy have sufficient air freight knowledge to operate professionally."

"The KLM freight organization in Italy is concentrating on sales action. It is our policy to support the use of IATA cargo sales agents during these sales talks."

"There is even a difficulty in organizing a KLM cocktail party to which we would invite shippers and agents. The agents fear this because they do not want their clients stolen by other agents. What does one do? Set up two parties—one for shippers, and another for agents? But then again, the

agent insists on being invited together with his client."

From the forwarder we turned our attention to traffic. North Italy, which is considerably more air-minded than the rest of the country, generates 70% of KLM's national export activity. The country's most important point of origin is Milan, with Como and Turin following second and third. At the head of the commodity list are Milan's textiles which average from 400 to 500

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would enable the receiver to place the unit into operation, producing during the long period normally allowed for transit.

"What are the commercial areas where education is required?"

"There are several," Weight said. "The business and office machinery industry is one. Actually, at the end of the year, each office studies how the various commodities have proceeded. It is our job, then, to go out and plug up the weaknesses wherever they show themselves to be. We will speak to exporters of that commodity, get their opinions, talk rates with them, and so on."

My last few hours in London I spent with G. A. Cox, KLM's London Airport freight manager. The airline employs 59 freight personnel at the field. A tour of the airport freight facility showed the Import Warehouse in the process of expansion. When completed, 1,000 square feet of additional space would be provided. I pointed out a shipment which appeared to be packed unnecessarily heavy. Cox asserted that shipments of that kind are reported to the regional office. A KLM representative in the shipper's area will visit him, demonstrate how his air freight costs can be reduced through the proper application of packing methods, and possibly stimulate more volume from that source.

In all, I spent two weeks in Europe, every day of it with KLM personnel, and whenever possible, with shippers. If there has been some redundancy in this report, it is for the purpose of comparison between countries.

What is noteworthy is that the time was devoted to determining whether the airline was accurate when it announced to all and sundry that "air cargo is no sideline with KLM."

It's not only *not* a sideline—it's very nearly a passion. • • •

AIR FREIGHT BLUEPRINT

(Continued from Page 13)

gree with four-engine aircraft of the DC-4 designation. Most of these, in the Summer of 1950, were requisitioned by the Air Force and modified to establish the transpacific airlift in support of the Korean operations, and they were not seen again in domestic service until more than three years later.

The traffic was available, but the lift was limited, so that the 1950 air-freight ton-mile record was only 229 million ton-miles. The gain over the previous year was 30%, but it might easily have been two or three times as much if the equipment had been available to move the offered tonnage in normal fashion.

After 1951, air freight continued to gain in volume, but only moderately. The initial impetus was lacking. The CAB had acted, granting temporary operating certificates to four domestic cargo carriers, of which only two were of major consequence. The Board also had authorized common-carrier operations by numerous air-freight forwarders, but most of these were too lacking in experience and resources to be much of an air-freight-generating factor. Finally, the scheduled airlines were preoccupied with their passenger problems—the replacement of obsolescent equipment, the doubling and redoubling of passenger terminal facilities, and the threat or promise inherent in the air-coach concept. All these circumstances combined to moderate the widespread drive which had pushed air freight ahead fairly rapidly in its first years.

There developed also a somewhat more skeptical shipper attitude toward air freight. It was one thing to pay a premium in rates for a dependably fast service, but quite another to pay the same premium for largely speculative results. "First morning delivery" over distances measured in the hundreds and even thousands of miles, of which air freight is capable, is a powerful inducement to shippers. But when "first morning delivery" often turns out to be the second or third morning or even later delivery, the inducement is lacking.

Erratic air-freight performance in the early 1950s was gravely harmful to the struggling business, with adverse effects which are still apparent in the slow rise of yearly air freight traffic totals. Between 1950 and 1954, it is doubtful that air-freight ton-miles gained by more than 30% in the aggregate. In 1955, thanks to a record rate of production and sales, plus new equipment, plus a renewed interest in air freight among several of the largest carriers, the record is likely to look much better. When all the returns are in, we shall probably find that in 1955 air freight got up off the floor and began to move again.

It is difficult to take much pride in the trend over the last 10 years of air-freight volume. Obviously there has been growth in the amount of cargo moved by air, but it is not so clear that the gains made were as large as might have been expected from so remarkably advanced a form of freight transportation. Bear in mind that the circumstances have been almost ideal for air freight in the decade just behind us. Business has boomed, the gross national product of the United States has increased from \$279 billion to some \$400 billion, and production in most lines of industrial activity has been characterized by an insatiable demand for more and more speed.

What an opportunity these last ten years have offered to air freight, which has unprecedented speed as its primary quality and the source of its greatest usefulness. The airplane and air freight have offered to speed-hungry industry the sharpest advance in speed that the history of transportation has ever witnessed. It is a speed so great that 90% of distance, as measured by the speed of surface transportation, in effect has been eliminated. It would seem to me that air-freight transportation, with

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kilos per shipment. Next is wearing apparel from Florence. This is shipped partly through Milan and partly through Rome. Ranking third in importance are the products of Italy's chemical industry which are shipped mainly to Latin America and the Far East.

On the subject of rates, Daansen stated:

"Many textile manufacturers have told me that if rates dropped to 70¢ per kilo from Milan to New York, they would divert their total traffic to air. At the present time they are shipping 20% of their output by air. If this low rate could be achieved in the near future, traffic—especially traffic in textiles—will rise from 300% to 400%."

Had the new IATA rates, introduced last August, produced an increase in freight traffic? Daansen replied that an increase had been noted. "but up to now it has been very small."

Plesman Interviewed

I was fortunate enough to find Albert Plesman, Jr., in town. Plesman, son of the late president, serves KLM as general representative for Italy. A handsome young man with a direct way of responding to my queries, he impressed me as an executive possessing a full-bodied intimacy with the many sub-surface problems of a global airline.

Discussing sales, Plesman revealed that his organization had been sending Italian nationals into specific areas of the United States where they plied their promotional wares. As a reciprocal move, representatives from the States flew in the opposite direction to make contact with Italy's exporters. Two-way trade in action, KLM-style.

Plesman credited Eastern Air Lines with originating the idea of creating Junior and Senior Boards. Patterned on EAL's plan, it calls for periodic meetings of an eight-man Junior Board, the members of which are concerned with problems from the working level. This group is composed of freight, administration, passenger counter, air terminal, station, sales promotion, booking, and public relations personnel—managers in most cases. It is the task of this octet, on the basis of their direct relationship with company personnel and customers, to offer recommendations to the Senior Board which makes the final decision on each one. Composition of the Senior Board includes Plesman; the commercial, passenger, and airport managers; and the administrator. Underlying philosophy of this project not only aims at the improvement of operations and service,

but also is a training ground for tomorrow's executive material.

My final assignment took me to London where A. J. Weight (*sic*) supervises KLM's freight destinies in the United Kingdom from offices at 21 Jockey's Fields. Beside the combination flights between the British and Dutch capitals (five per day in the Summer, four daily in the Winter), the airline operates nine all-cargo round trips a week.

"We've proved the need for this air-freighter service," Weight said, "and we're filling it."

A dozen salesmen, selling freight exclusively, roam the United Kingdom, working out of offices in London, Birmingham, Manchester, and Glasgow.

United Kingdom freight revenues have increased steadily, year after year. The 1954-55 total was substantially more than three times the 1950-51 figure, and "at the moment it is about 12% above last year." London is second to Schiphol in the carrier's inbound traffic. Imports have overtaken and bypassed export traffic. Seventy percent of the freight traffic revenues are produced by London (including the Midlands area), 14% by Glasgow, and 9% by Manchester. Principal commodities shipped aboard KLM aircraft are machinery, textiles, and wearing apparel.

Seventy-eight percent of all the freight revenue earned in Britain by KLM is generated by the forwarding agents. I asked Weight the same question I had asked in four other European countries: how effective were the forwarders in *actively promoting* air cargo?

"There are approximately 400 forwarding agents in the United Kingdom," he declared. "If this figure could be reduced without doing any harm to the active agents, air cargo traffic would not suffer."

This more or less corresponded with what I had learned from other sources on a previous trip to London a few months earlier.

Were British forwarders inclined to favor their own country's airlines over that of foreign countries? This was not true of the larger forwarding firms, Weight said. These companies were more inclined to discount nationalism and will use all foreign carriers. Service is the measuring rod.

And how was the groupage scheme (cooperative consolidation supported by member forwarding firms) faring? Weight was of the opinion that it has been operating successfully, especially when long-haul operations were concerned.

British shippers have turned to air freight in greater numbers than those

in many other countries, but "outside the London, Manchester, and Birmingham areas, they are sadly undereducated." There was a need of hard work in that direction.

Comparative cost analyses are being put to diligent use here. They have been credited with effecting many conversions to air. The presentation of these analyses have formed the basis of personal sales efforts as well as of mail campaigns. R. R. E. Haynes, deputy freight manager, for example, has leaned on the following cost comparison "covering the movement of a particular type of machinery between London and Amsterdam which until January, 1954 was moving by sea. Since then, however, 80 tons have been flown."

2,000 kgs. machinery LONDON/AMSTERDAM valued at £2500.

	Sea	Air
Packing Materials	£36	£110
Labour	£44	£25
Insurance	£10.2.6 (8/6%)	£2.7.11 (1/11%)
Freight	£25	£50
Time taken door-to-door	7 Days	36 Hours
Total	£115.2.6	£87.7.11
Saving		£27.14.7

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Comparative freight cost analyses of products (average weight, 150 kilos) shipped to Amsterdam by the Andre Rubber Company, Surbiton, Surrey, England, resulted in a switch to total dependence on air cargo. A similar story may be told of the Linotype Company, Ltd., London, which ships specialized printing machinery of from one to three tons per unit to all parts of the world, although its principal markets are in Europe. It is Weight's contention that these conversions have benefitted all the international air carriers.

Case History

In the case of Schneiter, Ltd., of Horgen, Switzerland, manufacturers of the Pirn Winder, a textile processing machine, both the consignor and consignee had to be sold on the effectiveness of air. The straw which broke the camel's back was a cost analysis which showed that even though air would cost £12.5s more than surface, the impressive difference of air cargo's two-day delivery time and surface delivery's 18 days would dwarf the additional shipping cost into microscopic insignificance. Delivery earlier by 16 days

and directional rates at substantially lower levels. Of course air-freight minimum rates and charges have increased over the years and these have had their effect on the average air-freight return to the carriers. One of the largest trans-continental lines is currently showing an average air-freight revenue of 22¢ per ton-mile, and a smaller line in the South boasts of—or admits to—27¢ per ton-mile. Over-all, however, with rate reductions and rate-cutting, the price of air-freight transportation has been reduced through years in which the prices of all other kinds of transportation have increased substantially. This represents important progress in the development of air-freight sales.

Reflection of Progress

The rise in air-freight volume is itself a reflection of the progress made in earning acceptance of air freight by industrial shippers, but we should not let it go at that. There have been some interesting developments in the background to produce this end result.

The emergency shipment of any nature now moves by air if it possibly can. Whatever the source of the emergency, whether a machine breaks down, or a supply point is suddenly cut off by such a thing as a fire or a strike, or whether somebody simply falls asleep on his job, when shippers want to move something in a hurry they now call an air carrier. Air freight has made it possible for traffic managers to say, "Can do!" when called upon by production, sales and other industrial departments in trouble, and this acceptance is an important asset to the carriers.

Shipper acceptance of air freight for planned, routine purposes is of course far less common. But wherever producer and consumer may be, they are close together now by air, and recognition of this principle is growing. Many examples could be cited. This traffic, huge in volume, has not come easily to air freight, because the value of the service has to be weighed against the cost, but the degree of acceptance is expanding steadily.

Even more encouraging, I think, has been the developing role of air freight as a facility for *planned* use by industry in relation to procurement and production. The assembly-line principle of continuous movement through the whole production process has been extended by many manufacturers back to their vendors and subvendors. Scheduling is the watchword, from raw material to ultimate product, and transportation is the key to scheduling. Of course, surface transportation is the basic medium of movement, but air freight is con-

stantly in the picture as the adjustment factor when the normal flow of material for any reason is interrupted. If a vendor or subvendor falls behind his schedule, to the point that surface transportation will not make up the potential delay, or when the surface-carrier channel itself breaks down, it is routine now among many companies to use air freight regularly during the days or weeks or months while the normal flow is being restored. This is emergency traffic perhaps, but it is highly predictable at one or another place or time, and is an important and permanent source of air traffic.

Finally, it is worth mentioning that shippers are accepting air freight increasingly to escape the high minimum charges of other carriers. The assembly and distribution services of the air carriers are the important factors here. With assembly, a buyer from two or more vendors in a distant locality can have all shipments ready to be sent to him on the same day brought together in that locality as a single air freight shipment on which he will pay a charge based on the aggregate weight of the whole combination, avoiding the minimum charges applicable to each part. Distribution works in the opposite direction—a combined shipment from one consignor to two or more consignees in another locality, which is rated as one air-freight shipment to that locality, with supplementary charges only for the diverse local deliveries. Properly operated by the carrier, assembly and distribution are potent instruments for the diversion of freight from surface to air transportation, and shipper acceptance is increasing.

Where Industry Stands

To summarize then, here is where I think we stand today after ten years of experience in air freight:

- Volume has grown substantially, but not sensationally.
- Air-freight services and facilities have improved, but only moderately and with plenty of distance yet to go.
- Air-freight promotion work is maturing rapidly and along the most promising lines.
- Shipper acceptance of air freight, while marked by a proper caution, is growing steadily and soundly.

I hope I have presented neither too dark nor too bright a picture. To over-discount the progress which air freight has made so far would do gross injustice to the many men in and out of air freight who have worked long and hard and well to put this fledgling business firmly on its feet. I have no desire to do that. But it would be equally

wrong to brush aside as trivial the fundamental weaknesses which have existed in air freight and which must be corrected if air freight is to come into its proper place as an essential and important factor in our national and international transportation network.

I hope I have been accurate and realistic in this appraisal of the past and present. Without such accuracy and realism, no valid blueprint for the future can be drawn. In next month's issue, I shall attempt to look ahead at what air freight can expect to accomplish and how best to go about it in the decade that lies ahead, taking up in order the 1965 air-freight potential in tonnage and revenue; the air-freight service network necessary to realize it; the air and ground equipment and facilities required for speed and economy; the need or lack of need for lower air-freight rates; and finally the kind of sales work that will get the hoped-for volume. • • •

Air Brigadier
Ignacio de Loyola
Daher, air attache of the Brazilian Embassy, last month accepted the first three of a dozen C-82 *Flying Boxcars* which will join the Brazilian Air Force. The Fairchild airfreighters, overhauled and modernized at Hagerstown, Maryland, were flown to South America by Brazilian crews.

The United States Air Force recently received delivery of Lockheed's 420-mile-an-hour, 18-ton payload YC-121F *Super Constellation*. It is the fastest propeller-driven transport to go into military service.

Operational tests of the first twin-engine turboprop aircraft assigned to the Air Force—the Convair YC-131C—have been completed. Two planes were involved in the tests.

The Port of New York Authority has awarded a contract for \$297,210 for the paving and utilities for Building 84, a new cargo structure, at Idlewild. Work begins March 1.

According to Sylvania Electric Products, Inc., it received a contract from the Civil Aeronautics Administration to produce a new high-intensity lighting system to guide aircraft in landing during limited-visibility periods at New York's Idlewild Airport. It was installed in January and already is in operation.

The Oakland Board of Commissioners recently approved the expansion of the terminal building at Metropolitan Oakland International Airport to accommodate the expanded services of American Airlines.

Seattle-Tacoma International Airport reports that in December, it handled a total of 2,767,845 pounds of freight and 260,318 pounds of express, in contrast to December, 1954's totals of 2,257,537

this basic attribute of tremendous speed, might have approached more closely the phenomenal rate of growth in tonnage visualized by the promoters in 1946.

For the reason why it did not, I think we need look no farther than the services and facilities provided by the air-freight carriers. To be successful, a new kind of transportation must continuously expand and improve, in capacity and performance and usefulness. Otherwise there will be no expansion and improvement in tonnage and revenue and earnings. The record of air freight in its first 10 years has been characterized, until quite recently, by less expansion and improvement than was reasonably to be expected. Here, unmistakably, is the cause of its somewhat disappointing growth.

When all is said and done, the air-freight route map of the United States today, drawn to illustrate capacity, is not greatly different from what it was immediately after the beginning of the business, and the ground facilities continue to reflect more ingenuity in adaptation than foresight in design for the purpose. Capacity for airlift has been increased by the introduction of many larger passenger aircraft and a few cargoplanes of the DC-6A type, and speed in the air has been increased as a result of the same equipment programs, but these gains in some directions have been offset by losses in others.

Routes and Route Capacity

Take the matter of routes and route capacity. The transcontinental routes from New York via Chicago to Los Angeles have, as they did from the start, the bulk of our domestic freight-carrying capacity. Large cargoplanes operated by three major passenger airlines and two freight airlines are backed up on these routes by a heavy concentration of passenger equipment, on some of which substantial volumes of freight can be and are moved. But the farther you go away from this transcontinental main line, the thinner becomes the capacity for freight movement. In the whole Southeast where industrialization is creating a whole new transportation market, air-freight capacity is extremely limited, and this is equally true along the Pacific Coast—rapidly becoming a new industrial empire—north and south along the Mississippi River, in the Ohio River basin, and in other highly industrialized areas such as upper New York State. Reliance in these regions, which need air-freight service as much as shippers along the main line, must be placed upon passenger equipment alone, because there is little or no

freight equipment regularly in operation.

Do not misunderstand me. I believe that a substantial proportion of the airlift for freight can successfully be supplied by combination passenger-cargo equipment, with benefit to the carriers and the shippers. But combination equipment has two serious disadvantages when it is the only equipment available. A physical disadvantage is the inability of such equipment, with small hatches and limited floor-bearing characteristics, to accommodate the 6% of freight shipments which require cargoplane equipment because of their size or density. And a second disadvantage of combination equipment is the priority over freight given by the airlines to passengers, baggage, air mail, air parcel post, and air express. When an airline puts all the seats it can in a combination-type airplane and fills those seats with passengers, there is little enough room left for baggage and mail, to say nothing of freight and even express.

Accordingly, it is fair to say that in routes and route capacity, air freight has registered certain gains, but not to the degree where there is anything like an adequate freight capacity in and between all parts of the country. This is largely true also of the flight equipment itself. We have a handful of DC-6A types now in operation—on the main New York-Los Angeles routes—but the principal reliance for cargo schedules is still placed upon the old familiar DC-4, the C-46, and even the C-47. To express it mildly, there has been rather less replacement of old cargo types in the last 10 years than has marked the airlines' remarkable development of their passenger service.

With regard to ground facilities, the modern air-freight terminal, designed and built from the ground up to meet the requirements of air cargo, is still in the blueprint stage at best. It has been talked about, but it remains to be seen on any commercial airport here in the United States. This is not said as criticism solely. With all the shifting from old to new airports, with all the uncertainties about cargo versus combination equipment, it is not a simple thing or necessarily an economically sound decision for an airline to say, "This is the way it is going to be," and to invest the money for permanent and suitable air-freight terminal facilities. Instead, they have concentrated on doing as well as possible with what they already have, in the way of old hangars, carts, conveyor sections, fork lifts, and manpower. Some of them do amazingly well with these makeshifts, but with a loss of flexible capacity which is critical in times to congestion, and at costs

which impair if they do not eliminate the profit properly to be expected from air freight.

As a result of all these considerations—too limited and narrow a capacity for freight movement, obsolescent aircraft which are expensive to operate, and ground facilities inadequate to afford speed on the ground to match speed in the air, air-freight service, air-freight performance and the good results from air freight desired by carriers and shippers alike, have been and still are deficient. In this respect, air freight has been like every other new medium of transportation, none of which has started out perfectly or even yet has achieved perfection. In a nutshell, air-freight service has not been wholly deficient, it has been simply less fast and dependable than it might have become by now.

When we come to the matter of promotion and sale of air freight, it is possible to point with more pride. Ten years ago the standard air-freight sales approach could be summed up in the words, "How can we take that business from railway express?" There is still some of that, and still an active interest in the method by which Passenger Airline A can induce a shipment away from Cargo Airline B or vice versa. But the degree of preoccupation with taking existent traffic away from another air or premium-rate carrier is no longer 100%. In recent years, more attention has been given to the creation of new air traffic, the development of business subject to carriage only because of the remarkable speed of air transport.

The Economic Side

As they did not do a decade ago, air-freight carriers are trying more and more to sell to industry the economic advantage of the freight-carrying speed offered by the airplane. The beginnings have been made in the brass-tacks study of the procurement and distribution processes of a wide variety of companies, to determine whether and how air speed, even at premium cost, can be employed by industry for an overall saving in production or distribution costs. Two years of intensive and authoritative research were put into this matter by certain of the air carriers, and the results are already shaping and sharpening the promotional work of the carriers. This represents solid progress indeed.

In a sense, real promotional progress has been made also by air freight-rate reductions. From the standard rate level of 10 years ago—30¢ or more a ton-mile—general commodity rates are now based on 20¢ per ton-mile, and there are numerous specific commodity

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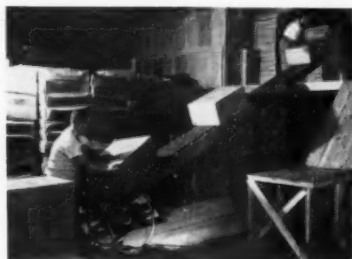
Directo Truck Co., Inc.: The company is now manufacturing a hoist frame which has a variety of uses in loading and unloading materials. The hoist frame is to be used as a component of the Directo hand truck (as shown in illustration).



Directo will furnish the frame with or without hoist and pulley. The hoist frame will support weights up to 300 pounds. Its design includes a special foot brace for convenience in hoisting operations.

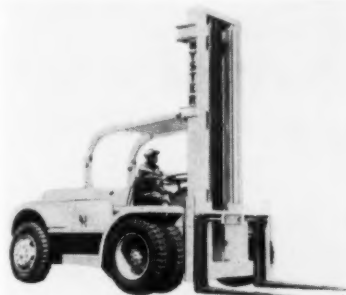
The hoist frame can be used in loading and unloading heavy articles from trucks where a loading dock is not available, and in moving equipment at machines and presses in machine shops and factories. Once materials are loaded the frame can be removed from the truck. The manufacturer recommends that the truck not be moved more than a foot or two with the hoist frame intact. Directo Truck is a heavy-duty hand truck with snap-action directional wheels. Wheels of the truck can be locked in forward and sideward positions. The problem of getting through narrow passages and doors with wide loads is reported to be easily solved through the use of Directo Truck, which can execute 90-degree turns with the flick of the wheel shift lever. It can be quickly converted into a four-wheel truck by attaching a special two-wheel undercarriage, an optional accessory, near the handles.

A. B. Farquhar Division, Oliver Corp.: The development of the new Ve-Be-Veyor, an aluminum conveyor that handles pieces heavier than its own weight, was announced by the Conveyor Department of Farquhar. For extra rigidity and strength, the Ve-Be-Veyor Conveyor has a flanged aluminum channel frame with aluminum cross members of an unusual design. Staggered, hard maple rollers with self-lubricating bearings support a 12-inch wide rubber covered belt that is driven by a powered roller chain. For power, the Ve-Be-Veyor uses a one-third horsepower, 115-volt, single-phase motor with a reversing drum control and



power drive, gear reduction unit. If required, this power unit can be removed in a matter of seconds. Power source is an ordinary light socket. According to the announcement, no pulley adjustments are required at either end of the Ve-Be-Veyor. Company officials point out that the Ve-Be-Veyor carrying belt design makes it impossible to run the belt off center. The Ve-Be-Veyor is available in three sizes: 12-foot length, weight 149 pounds; 16-foot length, weight 192 pounds; 20-foot length, weight, 235 pounds. All weights include power unit. (See Item No. 158, Come 'n' Get It.)

Hyster Co.: The company has announced the availability of a compact and highly maneuverable lift truck of 20,000 lbs. capacity at 24-inch load centers. The new TC-200 is patterned after the Hyster RC-SC lift truck series. Complete driver "feel" of the 10-ton capacity truck in all-weather conditions has been created by convenient, easy-to-operate controls and an exceptional degree of visibility. Maximum stability and rigidity under capacity loads is the result of Hyster's exclusive overhead tilting mechanism and new heavier-duty uprights. The TC-200 is gasoline powered with the Hercules industrial engine. Factory installation of the



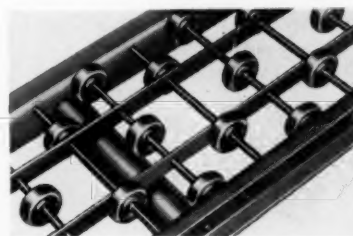
Perkins P6 diesel engine is optional. The TC-200 has a travel speed of more than 20 mph in either forward or reverse. Effortless braking is provided through new vacuum-powered brakes. Center-point steering and sharp outside turning radius of 179 inches create a high degree of maneuverability. Overall compactness of the truck is characterized by a comparatively short length of 166½ inches and a width of 94 inches. Larger 9-00 x 20, 12-ply tires with lug treads contribute to dependable performance under all surface conditions. A wide number of Hyster and allied manufacturer job attachments are available for the TC-200. (See Item No. 145, Come 'n' Get It.)

Yale & Towne Manufacturing Co.: A reduction of 25% in the manual efforts required for hydraulic, hand lift truck pallet handling operations has been reportedly accomplished by the manufacturers

with the introduction of Yale's new, lightweight, low-cost, Model A hand truck, of 2000-pound capacity. Part of the saving in weight is accounted for by the exclusive Yale feature, in this type truck, of a tubular steel frame which is said to give more strength per pound. Other weight-saving features are embodied incrementally throughout the truck with no sacrifice of ruggedness and long wear. The Model A lifts a pallet a total of four inches from the ground with nine easy foot pedal strokes. It can be built to handle standard pallets of 30 to 72 inches in six-inch increments. Standard overall fork widths are 24, 27 and 30 inches. Lowering of the pallet forks is positively controlled to provide a cushioning action when handling fragile loads. This new model utilizes compression tubes for lifting. These tubes can be mounted higher in the forks, giving the truck as much as 50% more under-clearance than other similar trucks.

In addition to the truck's light weight, easy maneuverability both with and without load is gained through dual articulating steering wheels which provide ease of steering as well as aiding stability for operation on rough surfaces. These wide-faced steel wheels also prevent excessive floor wear. The steering handle is balanced and returns to the vertical position when released. It remains free of the elevating foot pedal in any position or angle of turn. The hydraulic lifting ram is chrome-plated to prevent corrosion and increase wear resistance. The pump is equipped with piston rings instead of packing. The hydraulic unit is sealed against dirt and contains a supply of reserve oil equal to that in larger trucks of higher capacity. This new Yale truck is also equipped with an overload relief valve which prevents damage to truck in excessive loading.

Rapids-Standard Co., Inc.: A new and complete line of Rapistan galvanized steel channel Rapid-Wheel and Rapid-Roller gravity conveyors has been introduced. The new "premium line" conveyor is being offered at no increase in price over the regular Rapistan baked-enamel steel channel conveyors. The company reports it believes this is the first line of gravity conveyors to be offered completely galvanized. Its addition reportedly gives



Rapistan the widest variety of wheel and roller conveyors in the industry. The new galvanized conveyors are available in the Rapid-Wheel conveyor line in all widths from 12 inches to 24 inches, and in all widths of the Rapid-Roller line of 1.75 and two-inch diameter rollers. Advantages of the new Rapistan rust-resistant galvanized conveyors, company engineers say, are that they maintain their new appearance in spite of wet conditions. They are said to be ideally suited to outdoor operations and in moist areas such as cold storage rooms, food processing plants and warehouses where cold causes water condensation. (See Item No. 157, Come 'n' Get It.)

(Continued on Page 37)

pounds and 197,002 pounds, respectively. The airport also showed increases for the year, chalking up a record total of 29,962,543 pounds of freight (a gain of 3,703,349 over 1954), and 2,542,549 pounds of express (a gain of 244,645 pounds over the preceding year).

Following is a significant excerpt from a memorandum on British air transport policy, produced by the Air League of the British Empire:

"... A further case in point is the failure of the British Customs administration to adapt its procedures to the requirements of air transport. This is a very wide subject in itself, but one aspect may be quoted. There is urgent need for the establishment of a free Customs area at London Airport.

"London is ideally situated to become the air cargo centre of Europe, but the opportunity is being lost and the traffic is being diverted to Amsterdam and Frankfurt, where free transshipment areas have been created. BOAC and Airwork are endeavoring to build up British air cargo traffic on the Atlantic, and particularly through the technique of the consolidated consignment, by which the consignments of small shippers are combined into one bulk consignment and therefore receive the benefit of lower bulk rates.

"The freight charges on these consignments represent valuable dollar earnings, and would provide lucrative revenue for BEA when broken up to be on-carried all over Europe. But, despite strong representations, the Customs authorities have refused to provide the facility of a free Customs area at London Airport, and the trade is going elsewhere."



CAB Examiner
James S. Keith has recommended that Slick Airways, Flying Tiger Line, Riddle Airlines, and Aaxico be authorized to transport mail on a non-subsidized basis. Only passenger carriers now receive

both mail pay and subsidies.

The United States Post Office Department has granted Varig Airlines Authori-

zation to haul United States mail from New York to points in Brazil.

United States Airlines



Air Transport Association: Estimated freight ton-miles flown by the domestic trunk airlines rose from 144,432,000 in 1954 to 176,175,000 in 1955. Express ton-miles increased from 40,165,000 to 50,200,000.

The estimated total of freight ton-miles flown last year by the local service airlines was 1,350,000, in contrast to 999,000 the year before; express ton-miles in 1955 totaled 1,420,000, as against 998,000. Internationally, the United States scheduled airlines flew 91,050,000 cargo ton-miles last year, an increase from the 82,101,000 ton-miles flown in 1954. Territorial airlines saw a drop in freight ton-mileage—from 1,656,000 in 1954, to 760,000 in 1955. Helicopter lines increased freight ton-mileage from 4,000 to 7,000 while doing considerably better with express—from 12,000 ton-miles to 55,000 ton-miles. Alaskan cargo ton-miles (freight and express) almost doubled, going from 7,431,000 in 1954 to 13,950,000 last year. Industry-wide, freight ton-miles increased an estimated 19.7%, while express ton-miles rose an estimated 25%.

American: Air freight volume in 1955 increased 24.1% and express 29% over the preceding year.

Flying Tiger: For the first 11 months of 1955, a total of 53,826,303 ton-miles was flown—a gain of 60% over the same period of 1954.

Pan Am: Close to 7 million pounds of freight was flown between the United States and Europe last year—a new record for the airline. Estimated increase over 1954 was 46%. Estimated cargo gain reported by the Latin American Division is 34%.

Seaboard & Western: During November, a total of 1,812,848 commercial freight ton-miles was flown—an increase of 68% over November, 1954.

TWA: Air cargo ton-mileage rose 9.8% last year, a preliminary report indicates.

United: Cargo ton-miles increased an estimated 19% in 1955. President William A. Patterson predicts another rise of from 20% to 25% this year.

Foreign Airlines

Trans-Canada: Hauling 25,217,340 pounds of freight last year, TCA showed a 25% increase over the preceding year. Broken down, statistics indicated a 21% gain on North American routes, and a 30% gain on the transatlantic route.

A series of interesting case histories, which show how various companies have solved difficult materials handling problems, are contained in the latest issue of *Handling Materials Illustrated*, materials handling magazine published by Towmotor Corporation. The Cleveland manufacturer points out that for cost-conscious companies with similar problems, the stories hold many valuable clues pointing to the effectiveness of "modernized" materials handling procedures.

The illustrated case histories cover an important geographical and commercial

cross-section of American industry by outlining materials handling operations at the Siegel Lumber Company, Chicago, Illinois; the American Salt Company, Lyons, Kansas; the Northwest Feed and Fertilizer Company, Yakima, Washington; the Oswego Falls-Sealright Paper Company, Ful-



ton, New York; Smith Frozen Foods Company, Lewiston, Idaho; York Building Products Company, Pennsylvania; Flako Food Products, New Brunswick, New Jersey; and the Port Huron Sulphite and Paper Company, Port Huron, Michigan.

Articles cover important materials handling improvements made in receiving, processing, storage and shipping departments. Of particular interest to persons concerned with materials handling operations is a section of the publication covering some of the latest improvements in materials handling equipment. This section is designed to assist users of fork lift trucks and industrial tractors in choosing the proper equipment for their specific applications. (See Item No. 159, Come 'n' Get It.)

Thirty-two of the West's top packaging and materials handling experts have been named to the Board of Sponsors of the 6th Western Packaging and Materials Handling Exposition, which will be held at the Los Angeles Pan Pacific Auditorium July 10-12, 1956. The show alternates every other year between San Francisco and Los Angeles.

The next Mechanical Handling Exhibition and Convention—at Earls Court, London, May 9-19, 1956—will be "the largest and most comprehensive display of labor-saving equipment the world has ever seen," according to a report.

More than 250 exhibitors will occupy more than 400,000 square feet of floor space. The convention, which will run concurrently with the exhibition, will be international in character, and overseas speakers will discuss in open forum their methods throughout a wide range of industries. A full program of industrial films is also being arranged.

After 22 years of manufacturing gummed tape dispensers and moisteners, Lipton Manufacturing Company, of New York, has changed its name to Seal-O-Matic Dispenser Corporation.

According to the firm, the move was part of an overall expansion program initiated late in 1954, when new management assumed the reins of the firm. Lewis Walters, founder and president, became chairman of the Board, and Samuel Orner took over the presidency.

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168 Complete details on a new wire-bound shipping container design which simplifies costly "relay packing" as well as reduces costs.

169 Information on a new product which paints out all stencil and painted markings on shipping containers, making them fully reusable. Dries in less than five minutes.

170 Air Express International's new Golden Tariff—a condensed version of its big tariff, designed for area use. Arranged in easy-to-read tabular form.

171 Business executives and traffic executives will be interested in receiving this regularly issued newsletter published by Emery Air Freight Corporation. Contains interesting case histories of airfreighted shipments involving a wide variety of commodities.

NEW EQUIPMENT

(Continued from Page 35)

Hamilton Caster & Manufacturing Co.: Introduction of a new lightweight hand truck equipped with pneumatic tires has been introduced by the company. According to the manufacturer, the Lite-N-Tuff hand truck has been specially designed to reduce the effects of load jar on fragile cargo when moving over rough ground, jumping curbs, etc. The pneumatic tires serve to cushion the shock of impact, and also give added protection

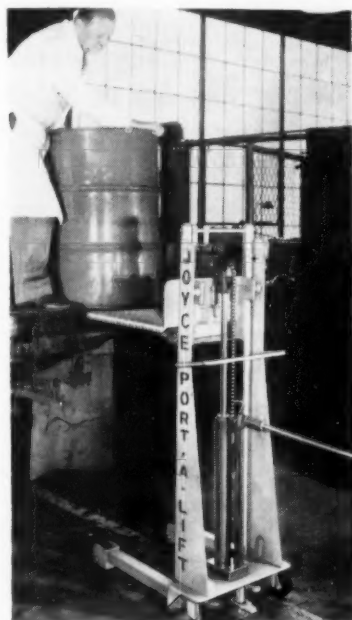


to floors and floor coverings. The new trucks are capacity rated to carry 400 pounds, and are available in single and double-handle models. Other features include: welded-steel tubular construction; concave steel cross-straps; stair climbers; roller-bearing wheels; red enamel finish; rubber handle grips. Tire sizes offered are 8 x 3.00-4 and 10 x 3.50-4; 4-ply casings with inner tubes. (See Item No. 156, Come 'n' Get It.)

United States Steel Corp.: United States Steel's Gerrard Steel Strapping Division has announced the development of a new dispenser for round steel strapping.

Convenient to handle, the "mill coil container" is designed to pay off round steel strapping easily and without entanglement. According to Gerrard officials, use of the new dispenser offers greater economies than ever before in using round steel strapping equipment. (See Item No. 147, Come 'n' Get It.)

Joyce-Cridland Co.: Manufacturer reports that the Port-A-Lift "fills the need for a product that will speed lifting, hauling, loading, unloading and stacking operations in factories, warehouses, and stores." Among its many applications are loading and unloading trucks, providing

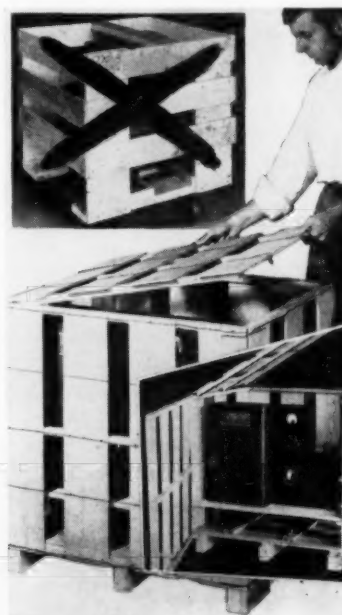


an adjustable, portable feed table for production machinery, and use as a service cart for retooling.

The Port-A-Lift is of light-weight welded steel construction. Large 5" front wheels provide mobility and castered rear wheels give it exceptional maneuverability. The large, 24" x 24" non-skid platform can safely handle bulk or palletized material. Waist high controls provide instant and accurate raising and lowering of loads. Four needle-bearing rollers, factory lubricated for life assure effortless lifting. The Port-A-Lift is powered by the Joyce Power Prince hydraulic jacking unit. A foot brake, located directly under the jacking unit prevents the Port-A-Lift from moving while being loaded or unloaded.

American Box Co.: A new wire-bound container design which radically simplifies costly "relay packing" and offers substantial economies to shippers of assembled products, is a recent development by the manufacturers. It reportedly solves container problems for manufactured products which must first be "relay" shipped to temporary destinations for attaching one or more sub-assemblies, before being reshipped to final destinations.

Costs were cut five ways by a shipper who converted from a hand-made nailed crate for one-stop "relay packing" of motor generators and control panels. Total packing time per crate was reduced from approximately six man-hours using two men, to less than 20 minutes with one man.



The new wirebound (delivered) cost 20% less than materials alone for the nailed crate, weight per shipment was 10 to 15 pounds lighter, "palletizing" simplified handling, and contents were better protected, American Box said.

The Relay-Pack opens at side and top. Wrap-around style with side closure for quick, easy original packing, and all-bound "lid" at top for "relay-packing" allow accessories to be attached without knock-down and rebuilding of crate. Simple loop fasteners (Rock type) permit quick access and closure. Lightweight interior fixtures secure product at base. Sides and top are "floating." (See Item No. 168, Come 'n' Get It.)

Ideal Stencil Machine Co.: Ideal points out that "thousands of otherwise perfectly reusable containers are literally scrapped every year by shipping and receiving rooms—for no more reason than the fact that stencilled or printed mark-



ings make these containers unfit for reuse." The company has developed an inexpensive product designed to eliminate much of this costly waste.

The new product, Covers-All, completely covers any marking or printing in one application. Its tan, carton-matching color is reported to be ideal for renewing corrugated cartons, fibre containers and drums of all kinds, as well as wooden boxes and metal drums. Covers-All dries in less than five minutes, ready for stencilling. It is



The numbered paragraphs below correspond with the numbers appearing in the coupon in this department. To order one or more pieces of literature, or other types of materials, at *absolutely no charge to you or your firm*, just encircle the corresponding number in the coupon, fill in the required information, and mail it in. *Air Transportation* will do the rest of the job.

134 Another in REA's excellent series on air express, this one titled, *A Study of Handwriting and Air Express*.

135 *Germany*—a calendar of events in that country, covering the period ending April, 1956.

136 Shippers will find interest in the Port of New York Authority's new brochure, *A New Service for You*, which describes the Authority's various services for air shippers.

137 *The Magic Web*—the story of how the network of 150,000 miles of controlled airways has set a record in safety despite increasing numbers of aircraft in the sky.

138 Twelve-page catalog illustrating different models of two-wheel and platform trucks, dollies, and casters. Includes application photos and specifications.

139 Pan Am's excellent 16-page illustrated booklet providing various facts on international air shipping. Recommended to all types of shippers.

140 Bulletin on the Power Ox Model PO-40 electric hi-lift platform truck, a walking-type, battery-powered unit designed to speed the moving and stacking of any type of load that can be carried on a platform.

141 Bulletin on a straddle-type tiering truck in 4,000-pound capacity, designed to operate in narrow aisles.

142 Japan Air Lines' newly revised and up-to-date *Quick Reference Guide* for shippers. Features rate information, both general and specific; what the shipper should know about shipping over the Pacific; etc.

143 A new four-page folder of interest to the user of industrial trucks—*How to Figure Your Industrial Truck Costs*.

144 Catalog sheet illustrating and describing Ellwell-Parker's complete line of power industrial trucks.

145 Specification sheet of the Hyster TC-209, 20,000-pound capacity fork lift truck.

146 Shipping to the South Pacific? Ask for Qantas' air cargo rate folder, which also includes pertinent information on shipping by air, destinations, etc.

147 Descriptive folder on a round steel strapping machine which will tension, tie, and cut round steel strapping in a single operation, with no seals required.

148 *The Signode Seal*, a helpful publication for those concerned with better packaging, shipping, and handling.

149 Six case studies which show how typical firms, both large and small, have sharply reduced costs of gathering and assembling paper forms with a collating machine.

150 *Cleared for Take-Off*, a behind-the-scenes story of United Air Lines' operations. Fascinating illustrations.

New Items This Month

It is the policy of the editors to retain each *Come 'n' Get It* item for a period of three months.

The items added this month are numbers 161 to 171 inclusive.

151 *The Development of a Domestic Economy*, a 20-page illustrated study of the rise of internal industry in Brazil, the growth of her cities, and the extension of the economy inland.

152 A new brochure describing steel strapping equipment suitable for tying for shipment products weighing up to 100 pounds.

153 Brochure well illustrates two models of steel strapping machines particularly useful in strapping light packages weighing up to 75 pounds.

154 Attractive brochure of particular interest to the *small business* man who is interested in getting his mail out fast, efficiently, and economically.

155 How accurate are your mailing scales? Here's an effective brochure which describes and illustrates the precision scales of one manufacturer.

156 Descriptive information on the Lite-N-Tuff hand truck, especially designed to reduce the effects of load jar on fragile cargo when moving over rough ground, jumping curbs, etc.

157 Information on the line of Rapistan galvanized steel channel Rapid-Wheel and Rapid-Roller gravity conveyors.

158 Complete data on a newly developed aluminum conveyor that handles materials heavier than its own weight.

159 Latest issue of *Handling Materials Illustrated*, which features interesting case histories of successful materials handling operations at various types of firms.

160 Air freight tariff of Frank P. Dow Company, Inc., Pacific Coast consolidation firm.

161 Descriptive literature on Baker-Raulang's FT-40, 4,000-pound capacity electric fork lift truck.

162 Descriptive literature on Baker-Raulang's FT 60, 6,000-pound capacity electric fork lift truck.

163 Domestic air freight tariff schedule of ABC Air Freight Company, Inc., including general and specific commodity rates.

164 Memorandum Tariff No. 2 of British Overseas Airways Corporation. Includes international air cargo rates and general information concerning shipping by air.

165 *Flight Plan*, a fascinating 36-page booklet which brings the reader behind the scenes of United Air Lines operation. Highly pictorial and extremely interesting.

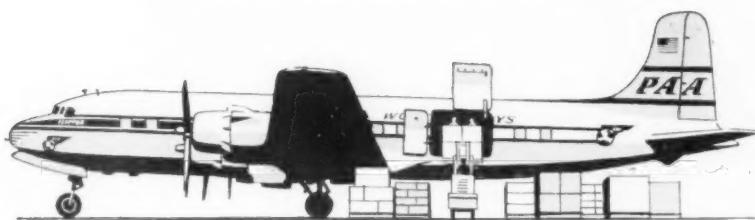
166 For "five easy and utterly preposterous lessons" in mailing a letter, we heartily recommend this humorous but informative 14-page booklet, *How to Mail A Letter*.

167 You will want to read United Air Lines' *Industry's Flying Partner*, designed especially for those concerned with and interested in shipping by air.

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water soluble when wet and it dries to a smooth, color-blending, waterproof finish. The new product can be sprayed or brushed on. Ideal says it lends itself to fast, easy, neat shipping room practices. (See Item No. 169, Come 'n' Get It.)

Poppet Corp.: A new pen-type adhesive applicator which ejects a dot of rubber cement each time it is tapped on a surface, has been introduced. Equipped with a cap, it is claimed to be superior to the paste-brush applicator. It can be carried in a pocket like a fountain pen. Retailing at \$1 each, the pen holds enough rubber cement to make approximately 5,000 dots. Refills are available in throw-away ampules at 10¢ each.

Lipscomb Sees 5,000-Ton Year for Pan Am in 1956

NEW YORK—In 1955 Pan American World Airways' transatlantic cargoes represented a figure approximately double that carried during the preceding year. In 1956, says Willis G. Lipscomb, Pan Am's vice president traffic and sales, cargoes over the same route will rise 35% above last year's total. These are the factors behind Lipscomb's prediction:

▶ The airline is intensifying its cargo sales program.

▶ It is doubling the amount to be spent on cargo advertising.

▶ It relies on the lower cargo rates, which went into effect last August, to help stimulate more business.

▶ It will provide 40% more all-cargo capacity than last year, operating a year-round schedule of six air freight round trips a week.

▶ It will receive its DC-7Cs this year, thus making possible an increase of 34 passenger schedules per week to a total of 75 round trips weekly across the Atlantic at peak season.

Lipscomb claimed that Pan Am's share of the transatlantic cargo market will be 30% this year, in contrast to 25% in 1955. He stated that some 90% of Airwork Atlantic's business has switched to Pan Am. Airwork suspended transatlantic operations last December.

Air Austria Organized

VIENNA—Austria's first postwar airline—Air Austria—has been set up. The company was organized in collaboration with KLM. Pending approval by the Austrian Government, it plans to inaugurate a Vienna-Cairo service in the Summer. DC-3 and DC-4 equipment will be used. Viscounts will join the Air Austria fleet next year.

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MAILBAG MEMOS

I do want to thank you most sincerely for the fine job you did in featuring the story of Air Express International in *Air Transportation* issue of December. We have received many compliments on this article and requests for reprints.

Charles L. Gallo

President

Air Express International Corp.
New York, N. Y.

I think your article, *What Makes AEI?* (December issue), was excellent. I wish more business articles were written like this. I like your magazine very much.

Harry H. Filippo
Newark, N. J.

For some time now, the 1602nd Air Transport Wing has received your magazine. Since we are a MATS organization in the Atlantic Division, we are in the air cargo field as well as passenger service. Obviously, our interests are served by your fine publication. *Air Transportation* is looked forward to each month with enthusiasm.

JAMES M. MADISON

Major, USAF

1602nd Air Transport Wing
Atlantic Division, MATS

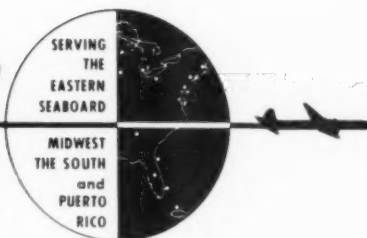
BOOKS

The whole concept of air strategy and the modern use of air power is delved into by Asher Lee in his *Air Power* (Frederick A. Praeger, Inc.; 200 pages; \$3.75). The book, divided into chapters covering 10 separate aspects—air transport is of particular import—is topped off by an appraisal of the future. An absorbing study . . . What are the various markings and insignia of the world's military and civil airline aircraft? They'll be found—at least a good part of them—in Harold B. Pereira's *Aircraft Badges and Markings* (John de Graff, Inc.; 48 pages; \$1.50) . . . Colonel Stedman Shumway Hanks, USAFR (Ret.), in his *Frontiers Are Not Borders* (Coward-McCann, Inc.; 61 pages; \$2.00), unveils his "Master-scope" plan—a scheme designed to provide a basis for a new United States foreign policy, one that would put America's world interests first, with peace as the objective.

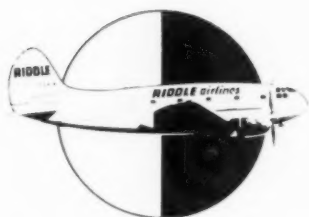
Harley D. Kyser's *Aircraft in Distress* (Chilton Co., 432 pages; \$6.00) is as complete and authoritative a manual on air survival you can get. This is a comprehensive study, well-planned and up to date. We recommend it without reservation to all those who own or pilot aircraft . . . For some diverting reading—especially if you're a science fiction enthusiast—we suggest Frederic Brown's *Martians Go Home* (E. P. Dutton & Co., Inc.; 189 pages; \$2.75). The title tips off its Martian invasion theme, but you'll have your funnybone tickled by this one . . . Here's a novel concerning a Canadian wartime flyer, which is a natural after the postwar spate of fiction on airmen from all the allied nations but Canada. Stan Obodias in his *Cashmir of the R.C.A.F.* (Pageant Press, Inc.; 221 pages; \$3.00) traces the fortunes of an untainted Canadian provincial who suddenly finds himself thrust into the bloody muck and tomorrow-we-die aura of the war in Europe. Entertaining reading.

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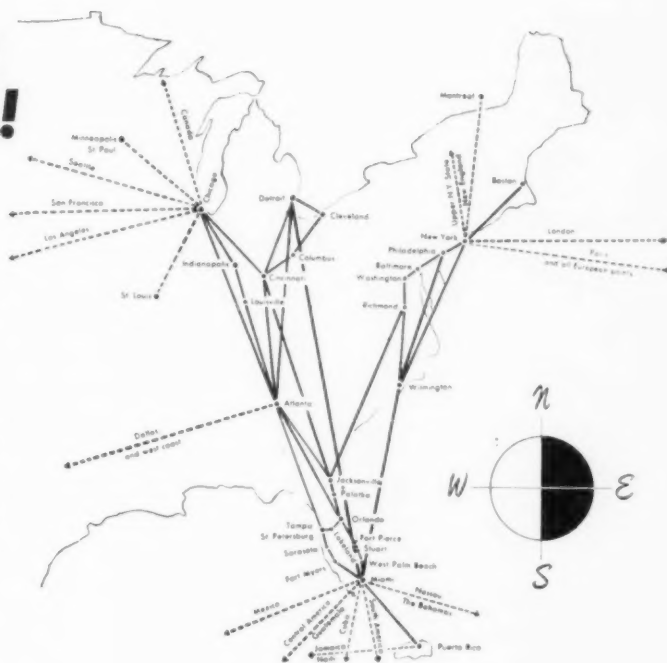


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